

VANESSA COSTA



Senior Product Designer

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Brazil – Remote-first contractor · Open to relocation: Europe · Canada · Australia

PROFILE

Product Designer with 10+ years designing AI-powered and fintech products at scale, from conversational platforms processing 1B+ messages/month to financial dashboards serving tens of millions of users across Latin America, UK and Europe. Combines end-to-end UX strategy, strong UI craft, and design systems expertise with a code-fluent prototyping practice (HTML/CSS/JS, v0, Cursor) and daily use of AI tools to ship faster and measure impact.

End-to-End Product Design · AI-Powered Experiences · Design Systems · Figma · Fintech & B2B SaaS · UX Research
· Service Design · Prototyping in Code · Workshop Facilitation · Scrum & Kanban

EXPERIENCE

PRODUCT DESIGNER — FREELANCE & CONTRACT

MAR 2025 – PRESENT

Self-Employed · Remote · International

AVC – Aval Group (Colombia) · MetaverseME (Malta) · multiple clients across Latin America and Europe

- Designed enterprise SaaS dashboard for Aval Valor Compartido – high-fidelity Figma prototypes (Auto-layout, Variables), design tokens, and component foundations improving team performance by 30%
- Led end-to-end product design for Avatar ME! App (MetaverseME) – token-based Unity Design System, AI-generated concepts (MidJourney, DALL-E, Framer AI) from concept to launch
- Deepened AI-powered practice during independent period in Asia: prompt engineering, conversational UX, and prototyping with HTML/CSS/JS, v0, Claude, and Cursor

SENIOR PRODUCT DESIGNER & BUSINESS INNOVATION DESIGNER

FEB 2024 – APR 2025

Blip – Conversational AI Platform (1B+ messages/month) · Remote · Brazil & Spain

R\$1.4M (~\$270K USD) revenue recovery | 300% ROI | 625h/month saved

- Led end-to-end design for Blip Commerce – a complex B2B SaaS payment and authentication platform – from discovery through engineering handoff within Agile/Scrum teams
- Planned and executed UX research (interviews, usability testing in Maze and Hotjar) – translating findings into actionable design requirements that shaped product direction
- Monitored user behaviour via Hotjar heatmaps and product analytics, iterating on designs and maintaining visual consistency across the product suite

SENIOR PRODUCT & SERVICE DESIGNER

MAY 2021 – DEC 2023

Zup Innovation – Building for Itaú Bank (60M+ clients) · Remote · Brazil

15% increase in digital sales | 60M+ users impacted | 2 yrs 8 mos · 3 squads

- Led end-to-end product design for Itaú CGInvest – executing usability testing in Maze and Hotjar and iterating on high-fidelity Figma prototypes to boost digital sales by 15%
- Designed and led Design Sprints and workshops, building prototypes and facilitating stakeholder alignment to drive cross-functional consensus
- Maintained modular Design System in Figma (Components, Variables, guidelines) – supporting component-driven development and reducing engineering rework

PRODUCT DESIGNER

NOV 2020 – MAY 2021

Inwillia — Enterprise Fintech · LATAM & Europe · Remote · Brazil

30% dev time reduction | 20% conversion uplift | 35% usability improvement

- Built VirtUOL Design System in Figma (Auto-layout, Components) reducing development time by 30%
- Led end-to-end redesign of GuiaBolso (Brazil's first open finance fintech) — raising conversion by 20% and usability by 35% through data-driven iteration

UX / UI DESIGNER

AUG 2018 – OCT 2020

Aegon Brazil — Aegon Group (Netherlands) · Rio de Janeiro · Brazil

38% customer retention | Insurtech Innovation Award 2019

- Designed Strategic Retention System (IMA) using CLV modeling and ML-powered sentiment analysis — AI-powered design applied to a regulated insurance product
- Designed and prototyped concierge MVP via WhatsApp — achieving 38% customer retention through iterative usability testing

PRODUCT DESIGNER

OCT 2016 – JUL 2018

Spot Metrics — Data-Driven CRM Platform · Rio de Janeiro · Brazil

60K+ stores | 55M users

- Led end-to-end product design of Spot CRM — flow diagrams and high-fidelity prototypes for a large-scale real-time data system, validated via Wizard of Oz testing
- Managed the design area, executed UX research (interviews, card sorting, tree testing), and mentored junior designers

EDUCATION

POSTGRADUATE IN UX DESIGN & DIGITAL MARKETING

ESPM, RIO DE JANEIRO · 2018–2020

BACHELOR'S IN GRAPHIC DESIGN (DIGITAL FOCUS)

INFNET, RIO DE JANEIRO · 2013–2016

Generative AI — MIT Technology Review Brazil (2024) · Digital Product Strategy (2022) · Design Systems & Ops (2021) · Product Management (2020) · How to Apply Usability Tests for Product Validation (2019) · Qualitative Research in UX (2019) · Leadership: Fundamentals of Good Management (2016) · Web Development HTML/CSS/JS (2015) · Design Thinking Experience (2015)

SKILLS & TOOLS

Design & Prototyping: Figma (Auto-layout, Components, Variables) · Adobe Suite · UX Pilot · Lovable · Framer AI · v0 by Vercel · Cursor · HTML/CSS/JS. **AI & Automation:** Claude · Cursor · ChatGPT · MidJourney · DALL-E · Layer.ai · Otter.ai. **Research & Testing:** Maze · Hotjar · Dovetail · Mobbin · Typeform · Miro · Mural · Design Sprints. **Analytics & Delivery:** Google Analytics · Mixpanel · Firebase · Jira · Scrum · Kanban · Storybook · ZeroHeight.

Languages: Portuguese (Native) · English (Full Professional) · Spanish (Full Professional)