Mayara Almeida

Senior Product Designer | UX/UI Designer
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SUMMARY

Senior Product Designer with 8+ years of experience designing digital products in regulated, high-stakes environments: investments, payments, banking, and B2B SaaS. I turn business, risk, and data constraints into clear user experiences through continuous discovery, early prototyping, and close work with product and engineering. Led a data-driven redesign that lifted a mobile investment service's subscriptions by 827% in 8 weeks, making it the top acquisition channel. Experienced in remote, international, cross-functional teams, with strong written communication and end-to-end ownership.

WORK EXPERIENCE

TOTVS (RD Station) — B2B SaaS for marketing and sales
Senior Product Designer, Growth *Jul 2026 – Present*

- Diagnose conversion drop-offs in upsell and cross-sell journeys using Mixpanel and Clarity, turning behavioral data into prioritized design hypotheses.
- Redesign a product landing page around heatmap and dead-click findings, adding demo videos, a "how it works" section, and plan-personalized pricing.
- Design end-to-end experiences for a voice-calling feature in a customer-chat product, covering call lifecycle, error states, AI summaries, and plan-based upsell gates.
- Build and validate an orchestrator AI agent that turns defined product demands into implementation-ready solutions, with human approval checkpoints at plan, path, and implementation.
- Identify 11 cross-sell opportunities across three products by analyzing support tickets, NPS feedback, and multi-product use cases.

micro1 — AI training and evaluation
AI Training Expert, Product Design & Writing Quality (Remote, freelance) *May 2026 – Present*

- Evaluate frontier generative AI outputs as a design domain expert across 125+ tasks covering design artifacts, AI workflows, and writing quality.
- Audit AI-generated slide decks against written design instructions, scoring typography, layout, hierarchy, and consistency with evidence-based Good/Issue feedback.
- Compare 20+ role-specific AI workflows, assessing output quality, integrations, and the balance between agent autonomy and user control.
- Identify AI slop at phrase level across 300+ writing samples, applying a multi-criteria rubric and calibrating against 280+ reference cases.

ASAAS — B2B fintech
Senior Product Designer, Cashout (Remote) *Dec 2025 – Jul 2026*

- Redesigned the Pay Bills list to unify bills from multiple sources, reduce first-layer actions, and clarify statuses for faster, safer payment decisions.
- Built a Payment Automation Center to activate and manage DDA, email bill capture, and portal collection, supporting activation goals.
- Partnered with Growth to close adoption gaps, shipping in-app triggers and email campaigns informed by customer interviews and survey data.
- Improved bill recovery and scheduling with clearer states, visible canceled bills, re-pay, and edit-before-cancel for scheduled payments.
- Evolved Design System components with the central team and led cross-squad standardization of research templates and reporting.

ITAÚ UNIBANCO — Banking and Investments
Product Designer, Investments (Hybrid) *Feb 2024 – Dec 2025*

- Led an 8-week, Google Analytics–driven funnel optimization that took a mobile investment service from underperforming to #1 acquisition channel, delivering +827% monthly subscriptions.
- Facilitated 5 cross-functional workshops with 100+ stakeholders for CVM 209/210 investment portability, documenting 30+ constraints and mapping 20+ opportunities.
- Replaced a manual portfolio allocation process with a one-click approval flow and explainable recommendations, projecting conversion growth from 17% to 54%.
- Redesigned the subscription rights journey after 3-month discovery, adding real-time market prices and cost transparency; usability tests passed in the first round.
- Developed a 44-page strategic repositioning study with competitive and usability benchmarking, presented to a six-person executive leadership group.

Product Designer, LatAm Digital Transformation (OCA Uruguay) *Jun 2022 – Feb 2024*

- Led the research-driven redesign of a financial Super App during on-site sprints in Uruguay, achieving 4.7/5 usability and launching to 600,000+ active customers.
- Led end-to-end design of an integrated crypto wallet, validating an education-first MVP with 58 research participants, 100% task completion, and 4.8/5 satisfaction.

- Raised UX maturity by 2 levels (Limited→Emergent) in about 2 years, mentoring four designers and establishing a weekly design discipline.
- Built the brand token system and 15+ reusable Figma components, aligning implementation with the Brazil Design System team to launch themed foundations.

INFOSYS (Consulting for Braskem – LoadShark)
Product Designer, B2B Logistics Platform (Remote) *Jan 2022 – Jul 2022*

- Designed end-to-end a web reverse-auction marketplace connecting logistics teams with 150+ transportation providers.
- Delivered the platform from discovery to high-fidelity prototypes and engineering handoff, supporting 25%+ new-user growth.
- Shaped information architecture through weekly interviews with transportation providers, surfacing usage patterns, friction points, and improvement opportunities.

CARGO BY RAPPI (formerly Box Delivery)
Product Designer, Marketplace and Delivery (Remote) *Jun 2021 – Jan 2022*

- Designed a 0→1 customer app for a three-sided delivery marketplace, covering menu browsing, ordering, payments, and real-time tracking.
- Facilitated a 5-day design sprint to redesign the courier app from interviews and field feedback, streamlining workflows.
- Developed strategic concepts connecting B2B, B2C, and courier journeys, including a premium table-ordering concierge experience.

ESPÉCIES COSMETICS
Founder and Product Designer, E-commerce (Remote) *Apr 2017 – Jun 2021*

- Founded a D2C vegan cosmetics e-commerce, growing from reseller to a proprietary line of regulated facial products with three partners.
- Owned brand and product experience end to end across packaging, visual identity, and e-commerce UX under regulatory constraints.
- Mapped purchase journeys and iterated messaging and UI, improving checkout comprehension, conversion, and repeat purchase.

SELECTED FREELANCE PROJECTS

- **Stemless (US SMS marketing SaaS)** — Designed a visual automation builder for SMBs; mapped triggers, conditions, and actions and delivered engineering specs. (2025)
- **A Madre (Project management platform)** — Designed, as solo Product Designer, an internal platform to replace Monday.com; validated in Maze with 100% task success on core flows. (2021)
- **A Madre (Ad variants platform)** — Designed an internal tool to generate and manage dynamic ad variants at scale. (2025)
- **Guia da Bolsa (AI investing co-pilot)** — Prototyped a multi-agent conversational mentor for beginner investors with real-time B3 data and ethical guardrails. (48-hour sprint, 2025)
- **CloudBeholder (FinOps SaaS)** — Built brand foundations and a functional prototype for a multi-cloud cost platform using an AI-assisted workflow. (2025)

EDUCATION

FATEC Sebrae | Technologist Degree in Marketing — Jan 2018 – Dec 2020
ETEC Carlos de Campos | Technical Diploma in Interior Design — Jan 2013 – Dec 2014

COURSES

Nexus – Marcelo Kimura | Professional Certificate in AI Strategy and Generative Design — Nov 2025 – Jan 2026
UX Unicórnio | Professional Certificate in UX, UI and Product Design — Jun 2021 – Apr 2022

SKILLS & LANGUAGES

Languages: Portuguese (Native), English (Professional), Spanish (Limited Working)

Core skills: End-to-end Product Design • Product Discovery • UX Research • Usability Testing • UX Writing • Prototyping • Design Systems • Stakeholder Management • Workshop Facilitation

Tools: Figma, FigJam, Framer, Miro, Jira, Confluence, Maze, FullStory, Databricks, Google Analytics, Mixpanel, Clarity, Dovetail, Notion, Slack, Adobe Photoshop, Adobe Illustrator