

Caroline Ferrari

UX/UI Designer | Product Designer

São Paulo - Brazil

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Detail-oriented, creative, and collaborative, I have been working as a UX/UI Designer since 2021, creating intuitive solutions that connect business goals with user needs. My experience includes SaaS platforms, AI-powered tools, and management products for e-commerce and supermarkets. I contributed to MVPs that secured investment and redesigned products to improve usability, always collaborating with multidisciplinary teams in agile and strategic environments.

Professional Experience

Flora Energia - UX/UI Designer

May 2025 - current

- Sole UX/UI designer responsible for redesigning and creating new flows for a SaaS platform in the energy sector, considering user experience, business, and technical constraints using Figma.
- Created wireframes and interactive prototypes for validation with developers, PMs, and stakeholders.
- Designed A/B test variations to support data-driven decisions for continuous improvements.
- Iterated on designs based on feedback.
- Conducted research to support design decisions.
- Restructured dark mode screens with a focus on contrast and accessibility.
- Contributed to the evolution of the design system to maintain product consistency.

Linx | Stone co - Product Designer

Jul 2024 - Mar 2025

- Sole designer in a CRM and e-commerce squad for supermarkets and gas stations.
- Redesigning the product categorization flow, reducing configuration errors and improving the manager experience.
- Created and improved reusable tag flows based on internal feedback.
- Conducted discovery and development of new features, such as a loyalty points program and discount club.
- Presented solutions in refinement sessions with developers, aligning design decisions with technical constraints.
- Designed A/B test screen variations, contributing to data-driven decisions.
- Results included reduced support tickets and more efficient use of reporting systems.

AB InBev - UX Designer

Nov 2023 - Feb 2024

- Worked on internal projects focusing on usability and prototyping.
- Created usability testing scripts and executed tests for two key projects.
- Eliminated the need for external testing tools (e.g., Maze) by optimizing testing workflows.
- Contributed with data analysis and UX principles to improve products continuously.

InTune Auto - Product Designer

Jun 2023 - Nov 2023

- Led the complete redesign of a management software for automotive workshops (web and mobile).
- Collaborated directly with the CEO and developers to simplify workflows and improve navigation.
- Conducted heuristic analysis, wireframes, and high-fidelity prototypes.
- Focused on design system consistency and cross-device experience.

Uitify - Product Designer

May 2022 - Jun 2023

- Participated in over 10 startup projects across industries (legal, construction, education, etc.).
- Designed SaaS, web/mobile apps, and landing pages for MVP validation.
- Conducted user research analysis, prototyping, and delivered user-centered solutions.
- Built proof of concepts with stakeholders for rapid validation.
- Strong use of Figma, design systems, and responsive interface design..

Caroline Ferrari Design - UI/UX Designer

Apr 2021 - May 2022

- Designed landing pages focused on performance and strategic goals.
- Created intuitive interfaces aligned with business needs and specific audiences.

Skills

User Interface (UI) Design
User Experience (UX) Design
UX Research
Wireframes | Prototipação | Mockups
Style Guides | Design Systems
Material Design
Mobile Interface Design
User Flow | Flow Diagrams
A/B Tests
Documentation | Notion
Data Analysis
Design Sprints
Agile Methodologies (Scrum, Kanban)
Figma | Excalidraw
Figjam | Miro
Jira | Asana | Trello
Slack | Teams
Zoom | Google Meets
Microsoft Office (Word, Excel, Outlook, Teams, Stream)

Education

Industrial and Product Design – UX Unicórnio, Brazil
Postgraduate in Strategic Business Management – UNIABC, Brazil
Bachelor of Business Administration – UNI-A, Brazil

Languages

English – Advanced (able to write emails and actively participate in meetings).

Certifications

AI para Designers – Interaction Design Foundation
UX Design and Figma Foundations - Alura
UX Writing: User-Centered Focus - Alura
UX Research: Internal Team & User Interviews - Alura
Design System: Building, Scaling & Documenting - Alura
Data-Driven UX Design: Collecting and analysing data - Alura
Cognitive Psychology Applied to UX - Udemy