

Caroline Ferrari

Product Designer | UX/UI Designer

São Paulo - Brazil

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Detail-oriented, creative, and collaborative, I am a Product Designer | UX/UI Designer with over 3 years of experience, passionate about creating intuitive and functional solutions that connect user needs with business objectives. I am interested in Accessibility, Sustainable Design, Artificial Intelligence, and the future of digital interfaces.

Throughout my career, I have collaborated with multidisciplinary teams across various fields, creating SaaS platforms, internal AI tools, and management products for stores and e-commerce. I contributed to building MVPs that helped attract clients and secure investments, as well as redesigning existing products to improve user experience. These experiences allowed me to adapt to different work environments, collaborate effectively with engineering and business teams, and apply problem-solving, negotiation, and strategic planning skills.

Experience

Linx | Stone co - Product Designer

Jul/2024 - presente

- Designed user flows and interactive prototypes for modules such as CRM, e-commerce, and supermarket and gas station management.
- Led usability-focused redesigns for products like Merconnect, Gestor App, Seller, Empório, and Estoque Certo.
- Conducted internal testing with support teams, optimizing workflows before final implementation

Skills: User Experience (UX), Data Analysis, Microsoft Word, Design Sprints, Agile Methodologies, Jira, Microsoft Excel, Figma (Software), Figjam, Wireframes, Documentation, Attention to Details, English, User Interface Design, Microsoft Office, Microsoft Outlook, Microsoft Teams, Prototyping, Mockups.

AB InBev - UX Designer

Nov 2023 - Feb 2024

- Optimized usability of internal tools, increasing user engagement by 10%.
- Developed scripts and processes for usability testing directly in production, eliminating the need for external tools.

Skills: User Experience (UX), Data Analysis, Microsoft Word, Design Sprints, Agile Methodologies, Microsoft Excel, Figma (Software), Wireframes, Documentation, Attention to Details, English, User Interface Design, Microsoft Office, Microsoft Outlook, Microsoft Teams, Prototyping, Mockups, Zoom, Design Systems.

InTune Auto - Product Designer

Jun 2023 - Nov 2023

- Redesigned web and mobile interfaces, optimizing complex workflows to enhance user experience, and developed new flows and features.
- Conducted complementary research and usability testing, ensuring consistent and high-quality interfaces.
- Collaborated with stakeholders and developers to align design solutions with business goals.

Skills: User Experience (UX), Wireframes, Mobile Interface Design, Data Analysis, Design Sprints, Agile Methodologies, UX Research, Documentation, Slack, Attention to Details, English, User Interface Design, Flow Diagrams, Notion, Asana, Prototyping, Mockups, Design Systems.

Uitify - Product Designer

May 2023 - Jun 2023

- Developed over 10 projects for startups, creating SaaS platforms and mobile apps, from initial wireframes to high-fidelity prototypes.
- Conducted research and delivered solutions that helped founders attract investors and gain their first clients, even before the product launch.
- Collaborated with stakeholders to align product concepts and create innovative designs that balance creativity and strategy.

Skills: User Experience (UX), Wireframes, Mobile Interface Design, Data Analysis, Design Sprints, Agile Methodologies, UX Research, Documentation, Slack, Attention to Details, English, User Interface Design, Flow Diagrams, Notion, Asana, Prototyping, Mockups, Design Systems, Zoom.

Caroline Ferrari Design - UI/UX Designer

abr 2021 - May 2022

- Assisted small business owners in creating customized systems and developed strategic landing pages.

Skills: UX Research, Style Guides, Google Material Design, Attention to Detail, User Experience (UX), User Interface Design, Figma, Mockups.

Education:

UX Design Foundations, Alura - Brazil

Postgraduate in Business Management, UNIABC - Brazil

Bachelor of Business Administration, UNI-A - Brazil

Languages

English - Advanced - Able to read and write emails and actively participate in online meetings.

Certificates

- AI for Designers – Interaction Design Foundation
- UX Design Program - Alura
- Figma Program - Alura
- UX Writing: User-Focused Content - Alura
- UX Research: Interviews with Internal Teams and Users - Alura
- Design System Program: Construction, Scaling, and Documentation - Alura
- Data-Driven UX Design Program: Collecting and Analyzing Data for a Product - Alura
- Cognitive Psychology Applied to UX - Udemy