

Letícia Bittencourt

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 2+ years of experience working end to end across the product cycle, from discovery through post-launch success metrics, on B2B SaaS platforms and B2C mobile apps. Specialized in user research, usability testing, high-fidelity prototyping and design systems. Daily user of Figma, Maze, Jira and Notion, collaborating with product managers, engineers and designers to ship user-centered solutions with measurable results. Native Portuguese and fluent English; experienced working with distributed teams.

SKILLS

Tools: Figma, Maze, Jira, Notion

Research and Discovery: user research, user interviews, moderated and unmoderated usability testing, desk research, product discovery, Double Diamond, Jobs to Be Done, story mapping

Product Design: wireframing, high-fidelity prototyping, UI design, interaction design, user flows, information architecture, design systems, user-centered design, design thinking, Nielsen heuristics

Product and Collaboration: success metrics, post-launch analysis, cross-functional collaboration, systems thinking, agile squad rituals, design decision documentation

Domains: B2B SaaS, B2C mobile apps, e-commerce, electric mobility

Languages: Portuguese (native), English (fluent), Spanish (intermediate, B1)

EXPERIENCE

Product Designer, Voltbras April 2024 - Present | Florianópolis, Brazil

Leading electric mobility company in Brazil (B2C charging app + B2B management platform); 184,225 registered users and approximately 32,131 charging sessions per month.

- Run qualitative research and user interviews to identify product opportunities and validate solutions before development.
- Design user flows and high-fidelity prototypes in Figma for moderated and unmoderated testing, supporting product decisions.
- Run unmoderated usability tests in Maze and turn findings into prioritized design recommendations.
- Build and maintain the design system, ensuring visual consistency in close collaboration with the front-end team.
- Track post-launch feature performance, translating user feedback and usage data into iterations and optimizations.
- Participate in squad rituals and alignment with PMs and engineers through Jira and Notion, documenting design decisions.

Visual Designer, Cityblue January 2022 - June 2023 | Santa Catarina, Brazil

Fashion brand founded in 1982; 5 owned stores and 1,000+ multi-brand resellers.

- Created e-commerce layouts, wireframes and visual hierarchy, and optimized product imagery for web.
- Produced graphic assets for e-commerce, social media and print, including image editing.
- Developed collection visual identities from concept and moodboards through application and brand alignment.

EDUCATION

Technologist Degree in Fashion Design, Unisul February 2020 - March 2022

- Applied Gestalt theory to design (visual perception, contrast, proximity, continuity, alignment) and led projects from ideation through prototyping and final delivery.
- Gained project management experience: phase planning, technical documentation and detailed visual specifications.

CERTIFICATIONS

Google UX Design Certificate, Coursera June 2023 - November 2023

- Applied Double Diamond, Jobs to Be Done, story mapping and user flows to real problems, using interviews, usability testing and desk research.
- Produced wireframes, mockups and low- and high-fidelity prototypes following Nielsen heuristics and UI best practices.