



Thaís Martins Pinto.

PRODUCT DESIGNER & BUILDER (SENIOR)

São Paulo, Brazil · Open to remote, hybrid & relocation

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[Portfolio](#)

SUMMARY

Senior Product Designer with 10 years in design and 6+ years specializing in Product Design, UX/UI, and end-to-end digital experiences. I turn ambiguity into clear, scalable, and human-centered products across diverse industries, including **Fintech, Edtech, and Fulfillment**.

EXPERIENCE

Senior Product Designer · Daki

Apr 2025 - Apr 2026 · São Paulo & Remote

[Quick-commerce](#) · [Fulfillment & Trade](#)

- Product designer responsible for the **Fulfillment and Trade** experiences at the same time.
- Large, complex projects spanning **store processes and product distribution centers**.
- Direct interaction with stakeholders, plus **research, usability testing and data**.

Product Designer · meutudo

Mar 2022 - Apr 2025 · Remote

[Fintech](#) · [Payroll-deducted credit for retirees and pensioners](#)

- Sole designer** across the Onboarding, New Products & Innovation, Contract Formalization, Growth and Insurance squads.
- Ran research with **thousands of users**, simplified flows, defined personas that guided products, and helped evolve the app and its user experience.
- Brought new design studies and content to the team, contributing to its growth and maturity.

UX/UI Designer · Rafael Toro Academia de Finanças

Aug 2021 - Mar 2022 · Remote

[Edtech](#) · [Financial certification courses](#)

- First designer hired:** set up the design process and owned product vision and design end to end — research, discovery, ideation, prototyping and handoff.

EARLIER DESIGN EXPERIENCE · 2016 - 2021

Founder, Thaís Mapi — Pattern design & illustration studio for fashion brands

2019 - 2021

Digital Designer, Revista Pais & Filhos — Social content, video, editorial layout

2018

Communication & Marketing, Mazars — Brand redesign, internal campaigns, digital & print

2016 - 2017

SKILLS

Product Strategy & Discovery: Product Discovery, Service Blueprints, Journey Mapping, Co-creation Workshops, Problem Definition.

User Research & Insights: Field Research, In-depth Interviews, Surveys at Scale, Usability Testing, Synthesis and Data Analysis.

Interaction & Systems Design: Navigation Flows, Wireframes, High-fidelity Prototyping, Design Systems, Handoff and Documentation.

Metrics & Data Analysis: Funnel Analysis, A/B Testing, Product Metrics | Tools: SQL, Tableau, Analytics (Google/Mixpanel/Amplitude).

AI & Design Tools: AI Prototyping, AI Workflows | Tools: Figma, Miro, Claude, Generative AI.

EDUCATION

Bachelor of Design

2013 - 2016

Universidade Presbiteriana Mackenzie

UX Design Specialisation

2020 - 2021

EBAC — British School of Creative Arts & Technology

CERTIFICATIONS & AWARDS

Silver, Objeto Brasil International Design Award

2016

Claude 101 — Anthropic

2026

Co-creation of Products & Services — Conquer

2022

AI for Designers — Interaction Design Foundation (in progress)

2026

LANGUAGES

Portuguese (native) · English (advanced)