

# NATUSY ALVES

## SENIOR PRODUCT DESIGNER

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Open to relocation with visa sponsorship | 7+ years remote work experience

### PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of experience owning end-to-end product design for B2B and B2C SaaS platforms at scale. Proven ability to drive product strategy, build scalable design systems, and deliver measurable outcomes — including a 10% conversion lift, 22% churn reduction, and experiences serving 2M+ active users. Skilled at leading design thinking across the full product lifecycle: from discovery and research synthesis to interaction design, prototyping, and high-quality delivery. Experienced in cross-functional collaboration with Product, Engineering, Data, and C-level stakeholders in distributed, agile environments.

**Core strengths:** Product strategy & vision • Design systems at scale • Data-informed & evidence-based design • Cross-functional leadership in distributed teams

### AREAS OF EXPERTISE

**Leadership & Strategy:** Design Leadership • Product Strategy • End-to-End Journey Ownership • OKR Definition • Roadmap Influence • Business Objectives Alignment

**Design & Research:** UX/UI Design • Interaction Design • Information Architecture • User Research & Synthesis • Usability Testing • A/B & Multivariate Testing • Wireframing • Prototyping • Journey Mapping

**Tools & Technical:** Figma (Dev Mode) • Miro • FigJam • Maze • Hotjar • Design Systems & Component Libraries • WCAG Accessibility • HTML/CSS • Jira • Agile/Scrum • AI Tools (ChatGPT, Claude, Gemini)

**Specializations:** SaaS • eCommerce • Fintech • B2B Platforms • Mobile & Responsive Web • AI-powered Experiences • GenAI Workflows • Conversion Optimization • UX Writing

### WORK EXPERIENCE

#### Senior Product Designer | **Claro — Brazil's Largest Telecom Provider** Mar 2025 – Present

*Design lead for the e-commerce team responsible for 31% of company revenue; individual contributor across 3 product squads*

- Drove a 10% increase in e-commerce conversion rate through end-to-end UX optimization of checkout flows, payment interfaces, and product discovery journeys — with a direct impact on a product page that generated R\$3M in additional Black Friday sales.
- Evolved the company-wide design system with 3 production-ready components adopted across 5 product lines; partnered with engineering via Figma Dev Mode to reduce handoff friction and improve delivery velocity.
- Increased average session duration by 18% through behavioral-data-informed redesign of discovery flows; reduced support tickets by 15% with conversion-focused UX microcopy (CTAs, error states, tooltips).
- Validated design decisions through A/B and multivariate experiments using Google Analytics and Hotjar; synthesized CSAT, NPS, and CES insights to inform product strategy and improve retention.
- Influenced roadmap prioritization by presenting research synthesis, experimentation results, and design rationale to directors, product leaders, and C-level stakeholders. Voted Top Performer 2025 by squad — peer-nominated.

#### Senior Product Designer / Product Manager | **Independent Consultant (Remote)** Jun 2023 – Present

*End-to-end design strategy and execution for international clients across fintech, eCommerce, and health tech*

- Led product discovery and end-to-end design for multiple clients simultaneously — aligning business goals, technical constraints, and user needs from 0-to-1 without centralized product direction.
- Delivered high-fidelity UI/UX across iOS, Android, and web; conducted heuristic evaluations, defined product roadmaps, and managed backlogs in collaboration with engineering, marketing, and stakeholders.

#### Senior Product Designer | **Phlanx — B2B Influencer Marketing SaaS (Australia)** Feb 2024 – Jun 2024

*Full product redesign and feature development for AU/US markets*

- Spearheaded complete product redesign and launched 4 major features, boosting feature adoption by 25% and improving onboarding completion rate from 45% to 68%.
- Shaped product vision and roadmap in partnership with PM, streamlining the release cycle by 20%; conducted 12+ user interviews translating research synthesis into measurable interaction design improvements.

#### Senior Product Designer | **Ipscape — Enterprise Contact Center SaaS (Australia)** Jan 2023 – Jun 2023

*UX strategy, design system expansion, and end-to-end design for enterprise B2B platform*

- Redesigned critical product flows based on usability testing and session recordings, reducing churn and delivering significantly faster onboarding; improved CSAT scores by synthesizing user research across surveys, support tickets, and testing sessions.
- Expanded Figma design system with 15+ new components, improving developer handoff speed and reducing design inconsistencies across the product suite.

#### Product Owner / Design Lead — AI Platform | **Claro (Remote)** Apr 2022 – Dec 2022

*Led AI-powered content recommendation system from concept to launch*

- Served as Product Owner for an AI/ML cross-functional team of 8, managing product roadmap and backlog in Jira across 10+ sprint cycles with a 95% completion rate; defined OKRs, product vision, and success metrics.
- Operated at the intersection of product strategy, AI/ML, design, and engineering — translating high-level strategy into user stories and bridging technical and non-technical stakeholders.

## Product Designer | **Claro (Remote)**

Aug 2020 – Apr 2022

*End-to-end UX design for Brazil's largest telecom platform serving 2M+ monthly users*

- Owned redesign of registration and login flows, increasing new sign-ups by 10% (200K+ annually), driving +70K app downloads, and reducing password-reset reliance — all while meeting new security requirements.
- Built reusable UI component library in Figma accelerating design cycles; improved engagement metrics 15–30% through user research and A/B testing; reduced developer questions by 40% via improved documentation and handoff practices.

*Earlier roles available upon request*

## EDUCATION

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**Bachelor's Degree, Graphic Design** — Belas Artes University Center

**Certificate, UX Design** — Google

**Certificate, UX Writing** — FIAP / Alura

**Certificate, AI Fundamentals** — Google

**Certificate, Elements of AI** — University of Helsinki

## LANGUAGES

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**English** C1 (Professional)   **Portuguese** C2 (Native)   **Spanish** A2   **German** A2