Luiza Pinto

Senior Product Designer

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PROFILE

Product designer with experience in fintech, e-commerce and B2B agritech. I like untangling complicated things until they feel simple and fair, and I take work from research to shipped code, using AI where it helps.

EXPERIENCE

Senior Product Designer · Trafilea JUL 2025 – OCT 2026

Senior designer in the UX and CRO teams of a global e-commerce group. Store audits, A/B testing and internal tools, from research to live code, designed and shipped with AI.

Product Designer · PicPay MAY 2022 – JUL 2025

Product designer for telecom (phones, plans and mobile top-up) inside one of Brazil's largest payment apps. Discovery, testing and delivery with PM and tech; top-up conversion up 10 percentage points.

Product Designer · Cromai MAY 2021 – APR 2022

Product designer for a B2B agritech platform that turns crop health data into reports farmers use to plan the harvest.

English Teacher · Yes! Idiomas FEB 2019 – SEP 2020

Co-founder & Creative Designer · Estúdio Laia MAR 2017 – JAN 2018

Jewellery studio built on digital fabrication.

EDUCATION

BA in Design, Federal University of Pernambuco (2014 – 2018)

SKILLS

Product design · UX research · Usability testing · Prototyping · Experimentation and A/B testing · Design systems · AI-assisted prototyping and code (Lovable, Cursor, Supabase) · Figma

LANGUAGES

Portuguese, native · English, fluent (C2) · Italian, learning