

Amanda Camin Araújo

Senior Product Designer

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PROFESSIONAL OVERVIEW

Senior Product Designer with 7+ years of experience designing complex B2B and B2C digital products across EdTech, FinTech and SaaS. Experienced in leading end-to-end initiatives, from discovery and strategy through implementation, in close partnership with Product and Engineering teams. Strong background in UX, UI, Service Design, Design Systems and user research, combining systems thinking with AI-powered workflows to accelerate design work while maintaining a user-centered approach.

WORK EXPERIENCE

SENIOR PRODUCT DESIGNER | LabLivre, Remote - Brasília AUG 2026 - PRESENT

- Design accessible digital experiences for Brasil Participativo, a Brazilian Federal Government platform with over 1.9 million users, aligning product strategy with nationwide adoption and broader access to civic participation.
- Develop data storytelling and dashboard views for GovHub, an open-source platform bringing together data from five federal government systems to support analysis and evidence-based public management, translating complex government data into clear narratives that support public-sector decision-making.

SENIOR PRODUCT DESIGNER | Arco Educação, Remote - São Paulo AUG 2022 - AUG 2026

- Led end-to-end product design across 10+ education brands, connecting research, product strategy, and interface design for content management and learning experiences.
- Designed an assessment item management system that cut production time from 45 to 17 days, eliminating R\$80,000 in annual licensing costs.
- Redesigned access management across 30+ product contexts, reducing access-related support requests by over 80% and saving approximately 280 hours of operational work.

MID-LEVEL PRODUCT DESIGNER | Gobacklog, Remote - Minas Gerais NOV 2020 - AUG 2022

- Delivered product design consulting across multiple brands in B2C and B2B2C contexts, adapting processes and deliverables to different levels of team maturity.
- Designed a multi-bank mortgage comparison product for Credihome by Loft, a fintech with a network of 10,000 partners, covering the journey from financing simulation to loan formalization.
- Contributed to Verticalizado, a study-planning app for civil service exams, designing features to help candidates organize syllabus content.

EDUCATION

Specialization in UX Design | Mergo Design, São Paulo, Brazil Graduated: 2022

Associate Degree in Graphic Design | Universidade Paulista, São Paulo, Brazil Graduated: 2015

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SKILLS

Product Design
User Research
Service Design
Product Discovery

UX/UI Design
Usability Testing
Information Architecture
Gamification

Product Strategy
Interaction Design
Design Systems
AI-assisted Design