

Amanda Novais

Product Designer

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Portfolio: <https://amandanovais.com> | LinkedIn: [Amanda Novais](#)

Professional Summary

Product Designer with 12+ years of experience designing digital products for e-commerce, marketplaces, and health tech. Skilled in product discovery, user research, prototyping, and design systems. Proven track record of driving measurable business impact, such as increasing adoption, sales, and reducing development time. Passionate about solving complex problems within cross-functional teams and delivering user-centered solutions at scale.

Professional Experience

Product Designer – OLX Group (via CWI Software)

São Paulo, Brazil (remote from Portugal) | Oct 2023 – Present

- Defined the seller journey for the consumer goods vertical, aligning design with business strategy.
- Conducted product discovery using surveys, interviews, usability testing, and A/B experiments.
- Partnered with cross-functional squads to optimize seller adoption, increasing from 31% to 41% in six months (annual target: 60%).
- Doubled expected transaction volume within six months.

Product Designer – Saúde iD (Grupo Fleury – Health Tech)

São Paulo, Brazil | Jul 2021 – May 2023

- Designed the end-to-end e-commerce experience, including checkout and service booking.
- Led discovery initiatives with qualitative interviews, usability testing, and card sorting.
- Created and scaled the company's Design System, reducing feature development from 50 to 2 days within three months.
- Contributed to a +24.4% increase in online service sales in one year.

Product Designer Jr / Senior Web Designer – Marabraz.com

São Paulo, Brazil | Apr 2018 – Jul 2021

- Redesigned the full e-commerce experience, improving product discovery and conversion.
- Ran A/B tests and implemented UX improvements to drive first-purchase conversion.

- Created and managed digital marketing campaigns across social media and e-mail marketing.
- Boosted online sales through restructured product pages and improved user flow.

Art Director – Agência Righetti

São Paulo, Brazil | Jul 2015 – Apr 2018

- Managed client relationships, budgets, and project delivery.
- Designed integrated campaigns across digital (Google Ads, Facebook Ads, Elemidia) and offline (metro, magazines).
- Delivered websites and landing pages with UX focus.
- Improved client engagement and conversions through restructured communication materials.

Education

Digital Product Leadership – Tera, 2022

Product Design – EBAC, 2021

BA in Digital Design – UNIFIEO, 2014

Technical Diploma in Web Development – FIEB, 2010

Core Skills

Product Discovery, User Research, Usability Testing, A/B Testing, Prototyping, User Journey Mapping, UX Strategy

Design Systems, Wireframing, High-Fidelity Prototypes, Accessibility

Agile (Scrum/Kanban), Design Thinking, Design Sprint, Business Model Canvas

Tools

Core: Figma, Notion, Hotjar, Miro, Maze

Additional: Photoshop, Illustrator, After Effects, Premiere

Languages

English – B2 (Advanced)

Spanish – A1 (Basic)

Portuguese – Native