

Fernanda Carolina Aguilera Abarca

Senior Product Designer | Product Discovery | UX Strategy | Design Systems | Digital Products
Financial Services | Enterprise Platforms | AI-Enhanced Design | Fintech | AI-Enhanced Product Design

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PROFESSIONAL SUMMARY

Senior Product Designer with 7+ years of experience leading Product Discovery and UX Strategy for complex digital products. Transforms business challenges into user-centered solutions that reduce risk, accelerate decision-making, and drive measurable business outcomes through research, experimentation, and cross-functional collaboration. Experienced in partnering with Product, Engineering, and business stakeholders across Banco Safra, XP Inc., Itaú Unibanco, Rede, Natura LATAM, AB InBev, and TC Energy to deliver scalable, data-informed products using qualitative research, AI-enhanced workflows, and continuous validation.

INDUSTRY EXPERIENCE

Financial Services, Fintech, Digital Banking, Payments, B2C Products, E-commerce, Enterprise Platforms, Energy, Digital Products

CORE SKILLS

Product Design, Product Discovery, UX Strategy, UX Research, User Research, User Interviews, Usability Testing, Problem Framing, Hypothesis Development, Customer Journey Mapping, Information Architecture, Interaction Design, Design Systems, Workshop Facilitation, AI-Enhanced Design

EDUCATION

FAAP - Fundação Armando Alvares Penteado: Mar. 2026 – Oct. 2026

Postgraduate Certificate, Strategic Design Management

PUCRS - Pontifícia Universidade Católica do Rio Grande do Sul: May 2021 – May 2022

Postgraduate Certificate, User Experience Design and Beyond

FATEC - Faculdade de Tecnologia de São Paulo: Aug. 2018 – Jun. de 2021

Associate Degree, Systems Analysis and Software Development

Centro Universitário Senac: Feb. 2007 – Dec. 2011

Bachelor's Degree, Digital Interface and Multimedia Design

LANGUAGES

Portuguese – Native | English – Advanced (B2/C1) | Spanish – Fluent (professional proficiency)

PROFESSIONAL EXPERIENCE

Avanade

Senior Product Designer, Aug. 2024 – Jul. 2026 | São Paulo | Hybrid

Clients: Banco Safra, XP Inc., AB InBev, Natura LATAM and TC Energy North America.

Key Responsibilities

- Led end-to-end Product Discovery initiatives for complex digital products, leveraging customer research, stakeholder interviews, collaborative workshops, and hypothesis-driven experimentation to validate product opportunities.
- Partnered with Product Managers, Engineering, Data, Solution Architecture, and business stakeholders to define product strategy, success metrics, and high-impact opportunities.

- Designed end-to-end user experiences, including customer journeys, information architecture, user flows, and high-fidelity prototypes from early concepts through implementation.
- Scaled Design Systems by evolving reusable components, interaction patterns, and design standards to improve consistency and product scalability.
- Integrated AI-powered workflows into research, documentation, ideation, prototyping, and decision support, accelerating Product Discovery and improving team efficiency.

Selected Achievements

- Designed Natura LATAM's payment retry experience, contributing to an estimated BRL 1.4M+ in recovered sales within the first 15 days after launch.
- Delivered global product initiatives across North and Latin America, collaborating with multicultural and cross-functional teams.
- Introduced AI-powered Discovery workflows that significantly reduced research, synthesis, and documentation time, accelerating product delivery.

BRQ Digital Solutions

Product Designer, May 2019 – Jul. 2024 | São Paulo | Hybrid

Clients: Itaú Unibanco, Itaú Empresas and Rede (Redecard).

Key Responsibilities

- Led Product Discovery initiatives for digital banking and payments products, identifying customer needs and validating opportunities through research and experimentation.
- Planned and conducted user research, usability testing, and continuous solution validation to reduce product risk and support data-informed decision-making.
- Partnered with Product Managers and Engineering teams to translate customer insights into scalable product experiences aligned with business objectives.
- Designed end-to-end user experiences, including customer journeys, information architecture, interactive prototypes, and functional specifications to support implementation.
- Contributed to the evolution of Design Systems, improving reusable components, design consistency, and scalability across digital products.

Selected Achievements

- Enhanced digital onboarding and self-service experiences, simplifying critical customer journeys across financial products.
- Delivered solutions that addressed approximately 70% of the primary user pain points identified through customer research and usability testing.

DN IT Services

Front-End Developer, Apr. 2019 – May 2019 | São Paulo | Freelance

- Built responsive user interfaces using HTML, CSS, and JavaScript.
- Collaborated with Engineering to ensure high-quality implementation and consistency between design and development.

Turnet Turismo

UI Designer, Apr. 2018 – Oct. 2018 | São Paulo | On-site

- Designed user interfaces for web and digital products.
- Created conversion-focused user experiences using behavioral insights and analytics.
- Leveraged heatmaps and performance metrics to optimize usability and support data-informed design decisions.

InfinitySys**QA Analyst, Apr. 2017 – Oct. 2017 | São Paulo | On-site****Client: Oracle**

- Performed functional testing and requirements validation to ensure product quality and compliance with business requirements.
- Identified user experience improvement opportunities through quality assurance activities, contributing to more intuitive and user-centered digital products.

Terra Comunicação**Graphic & Web Designer, Mar. 2008 – Aug. 2015 | São Paulo | On-site****Clients: Trane, Ingersoll Rand, Sharp, Ediciones SM and Editora Escala Educacional.**

- Designed digital experiences, including websites, user interfaces, and visual identity systems for national and international clients.
- Collaborated directly with stakeholders across the United States, Spain, Japan, and Italy, translating business needs into effective digital design solutions.

CERTIFICATIONS

DesignOps Leadership, DesignOps Lab: Oct. 2024

DesignOps Strategy, DesignOps Lab: Aug. 2024

Cognitive Psychology Applied to UX by UXChange Academy: May 2023

Neuroscience Applied to UX by UXChange Academy: Apr. 2023

Mental Models for UX by UXChange Academy: May 2023

RECOGNITION**MVP Launch Impact Award – Natura LATAM**

Recognized by Natura LATAM leadership for contributions to the launch of a strategic MVP, helping recover an estimated BRL 1.4M+ in sales within 15 days through improvements to the payment experience.

Digital Accessibility Recognition (WCAG)

Recognized by Rede's Design organization for leading a high-impact digital accessibility initiative, improving product inclusivity and user experience in alignment with WCAG best practices.

Excellence in Product Discovery

Recognized by Rede's Design organization for leading Product Discovery initiatives that connected customer research, business strategy, and evidence-based decision-making.

Top 3 MVP Award

Awarded by Rede's Design organization for delivering a strategic sales cancellation initiative that generated measurable business impact.

VOLUNTEER MENTOR**Mentor | Supporting Women in Technology Across Borders (SWITAB)**

Provide mentorship to women in STEM through an international mentorship program focused on professional development, leadership, and career growth.

Additional professional experience, certifications, and portfolio case studies are available on [LinkedIn](#).