

# Laura Gonçalves

PRODUCT DESIGNER PORTFOLIO



# Hello!

## Nice to meet you.

I'm **Laura**, a Munich-based Product Designer with **6+ years of experience** shaping scalable, accessible, and user-centered products.

I've worked across startups and enterprises, in both B2B and B2C contexts, **turning complex challenges into intuitive, buildable experiences**. I believe **great design lives at the intersection** of developer empathy, customer obsession, and business strategy.

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# Highlights

**Short case studies** on two projects I'm very proud of



# Offboarding

Designing a cancellation flow that is easy to use, and easier to reconsider

COMPANY	ROLE	YEAR
Freeletics	Growth Product Designer	2025

SKILLS AND CONTRIBUTIONS

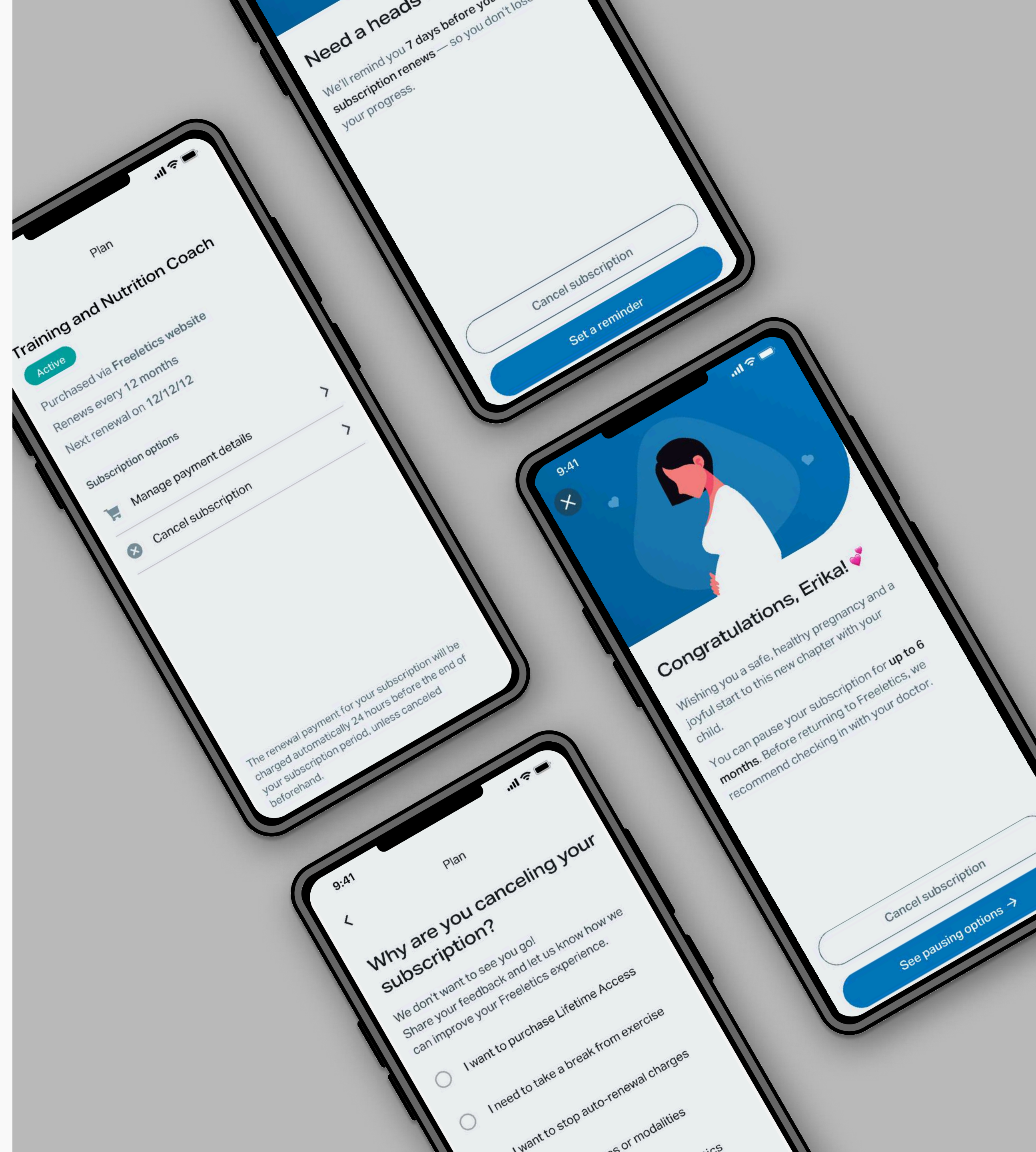
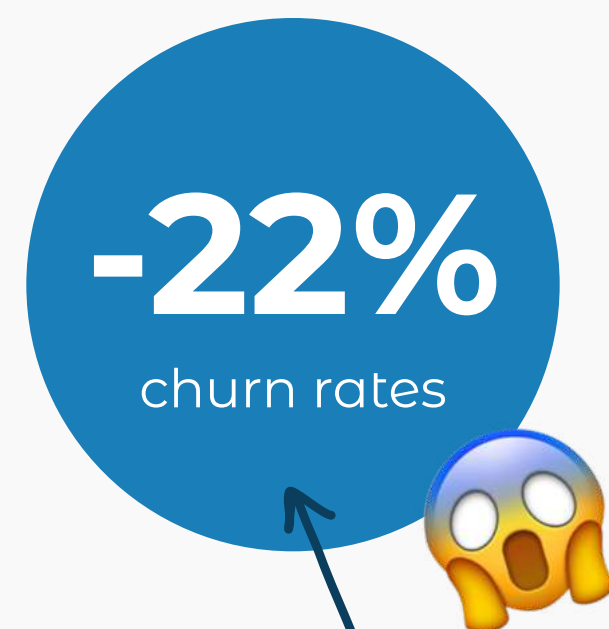
Desk research

UI/UX Design

Data analysis

Results-orientation

Product discovery





# My analysis 🔍

← Plan

Training & Nutrition Coach

Lifetime Access

Active

Purchased on web

Options

Restore Plan

The renewal payment for your subscription will be charged automatically 24 hours before the end of your subscription period, unless canceled beforehand.

View and manage your auto-renewable subscription by clicking on "Manage subscription & payment".

## USER’S PERSPECTIVE



### How do I cancel?

In the app (the main touchpoint for users) there was **no option to cancel a subscription**, which left many feeling trapped. The only way out was through the web, but the app provided **no guidance** or warnings about this process.



### What is the status?

The plan page was plain and **not scannable**. In one glance, it was hard to tell the status of the subscription and when or if it would renew.

## COMPANY'S PERSPECTIVE



### What are our main churn drivers?

In the web-based flow, the survey on cancellation reasons appeared only after users had already left. As a result, response rates were low, leaving us with **little insight and no chance to reverse the decision**.



### Blame it on auto-renewal

From the data we could collect, the main cancellation driver was a well-known issue at Freeletics: users **strongly disliked the automatic renewal** policy with no prior warning and would fill the CE team and reviews

★☆☆☆☆ 🇦🇺 Australia

**Beware the auto renewal**

If you subscribe, after it expires there is an auto renewal, with no warning. There is no recourse to cancel. They provide a weekly email update, but do not email you an alert of your upcoming renewal.

★☆☆☆☆ 🇬🇧 United Kingdom

**Disappointed**

The app is decent but any company that auto-renews for a (large) fee without warning is a scam.

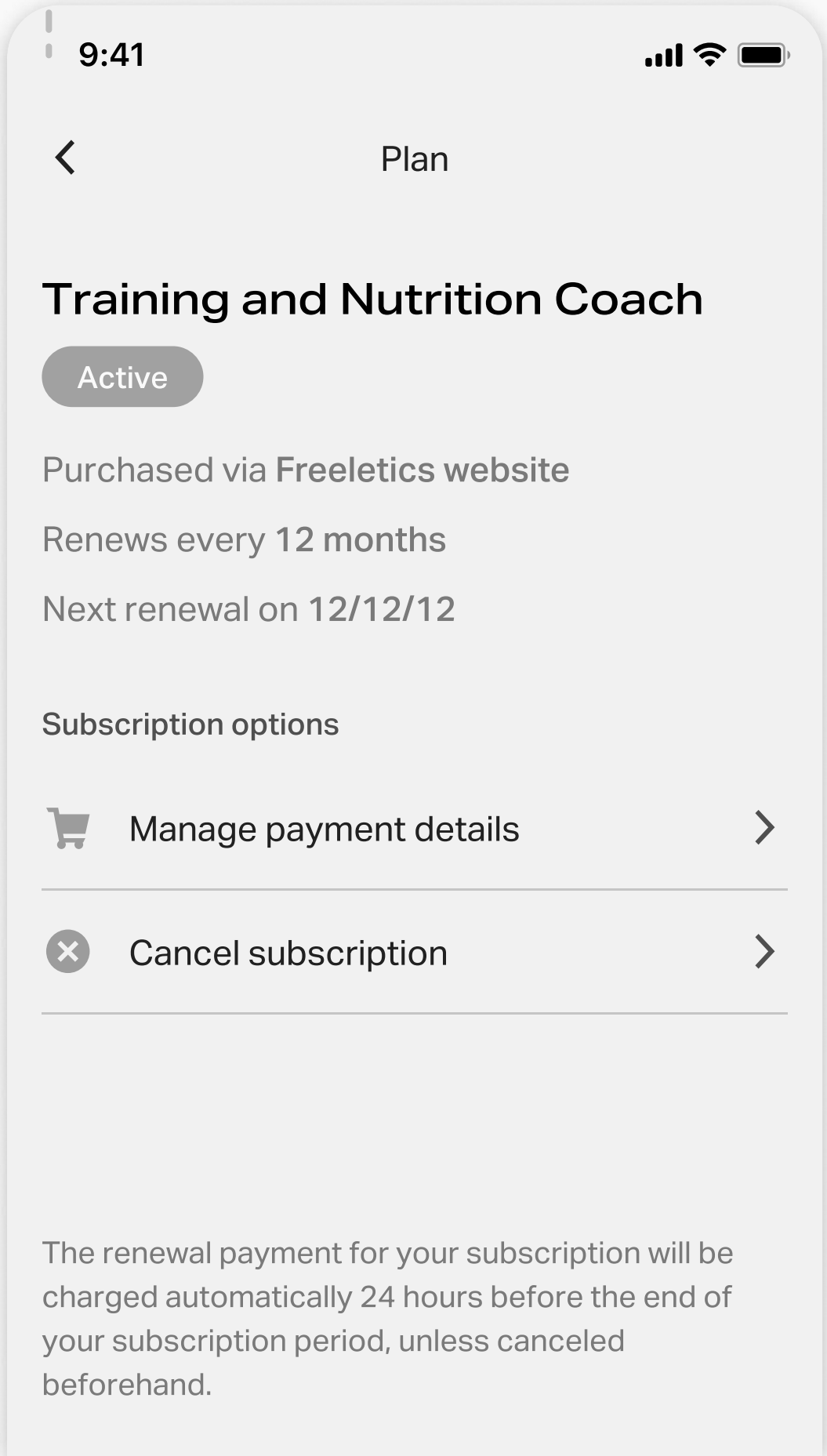
★☆☆☆☆ 🇩🇪 Germany

**Unauthorised Charge – Feels Like a Scam**

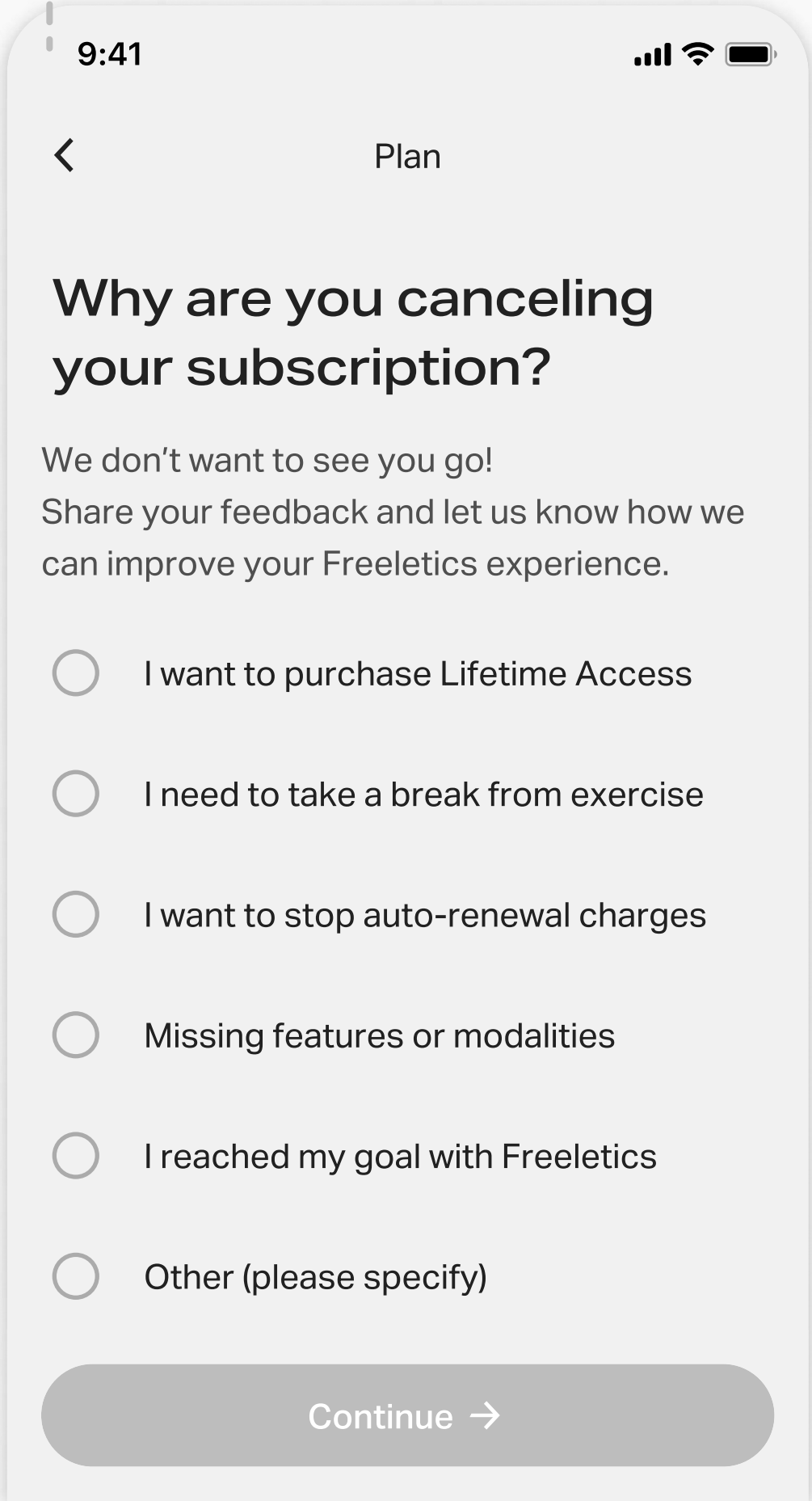
I was charged for a subscription renewal without any prior notice, despite the fact that the card on file had expired. I had assumed, reasonably, that the plan had ended. No reminder was sent, no option to cancel was offered, and support refused to issue a refund.

# My proposal 🖋️

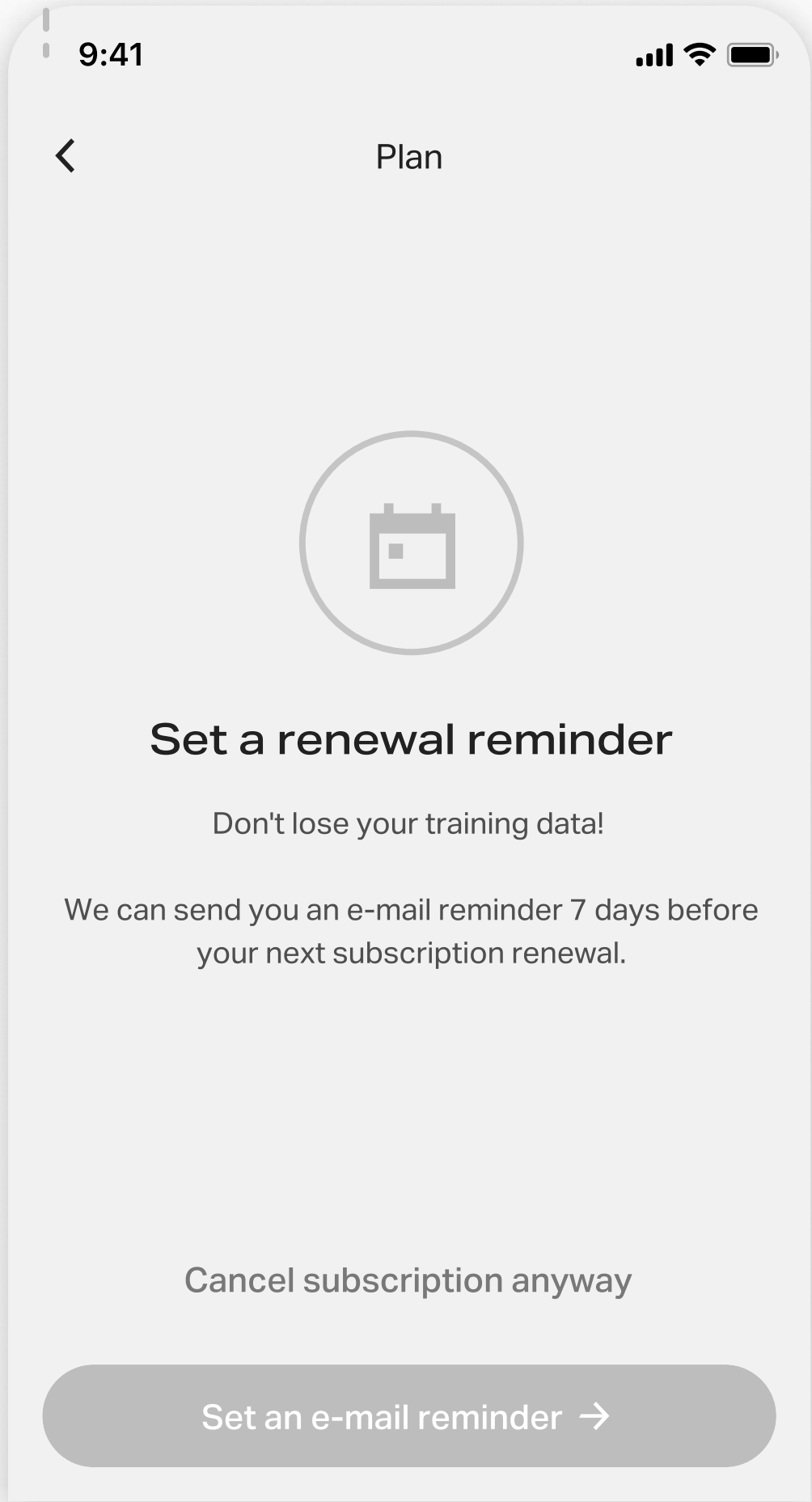
Redesigned plan page gives users **instant status visibility** and **clear paths** for adjustments.



Mapping reasons early enables proactive retention and **informs possible product improvements**



Offering flexible and tailored alternatives to cancellation **help retain users.**





# 02

**sprints** of design + implementation  
time



## Quick implementation and big impacts

Making it easy for users to go turned out to  
be the best way to make them stay

# -22%

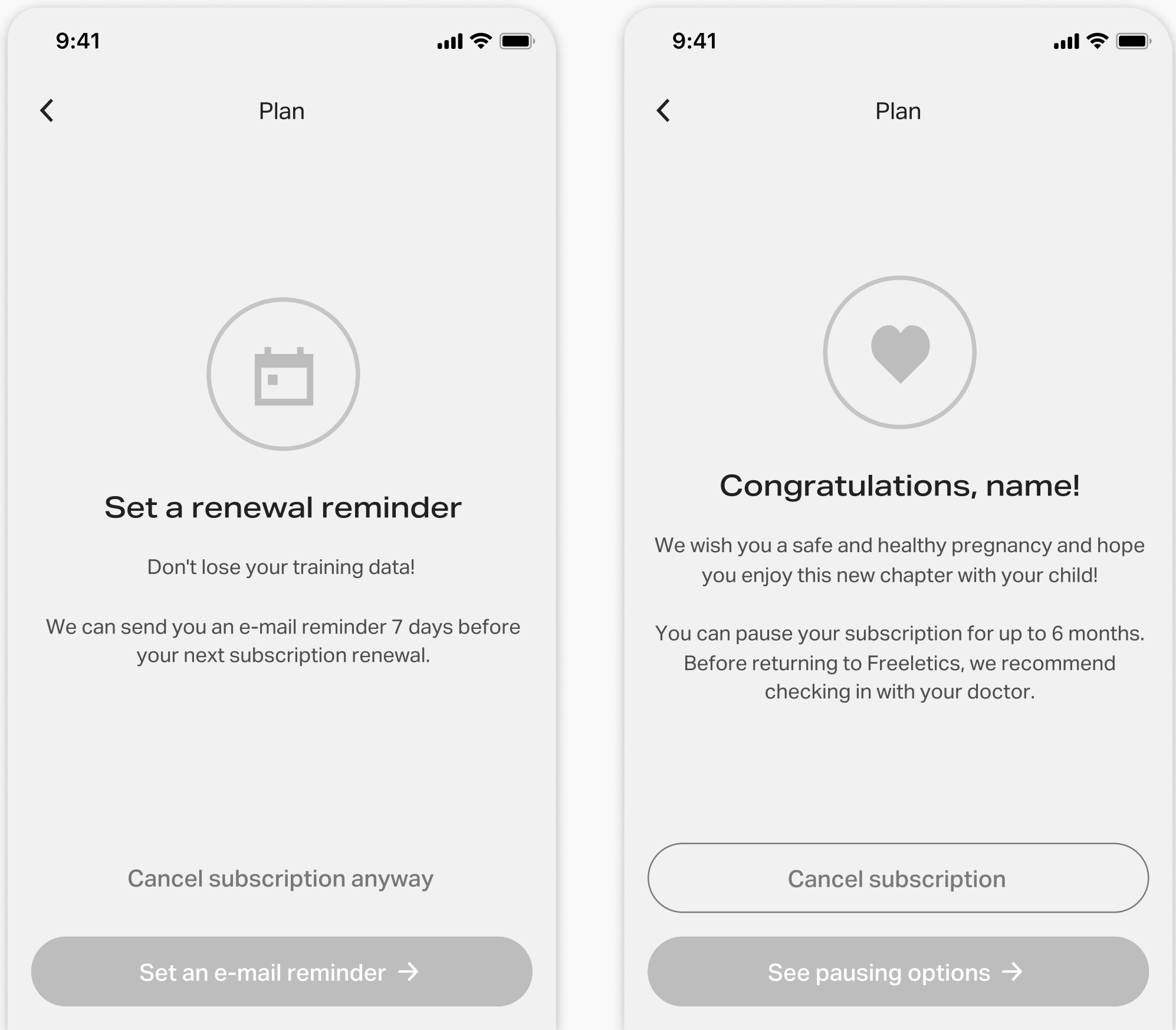
churn reversion by **adressing auto-  
renewal concerns**

# -4%

**churn reduction** considering all other  
cancellation reasons

# Freeletics brand approved ❤️

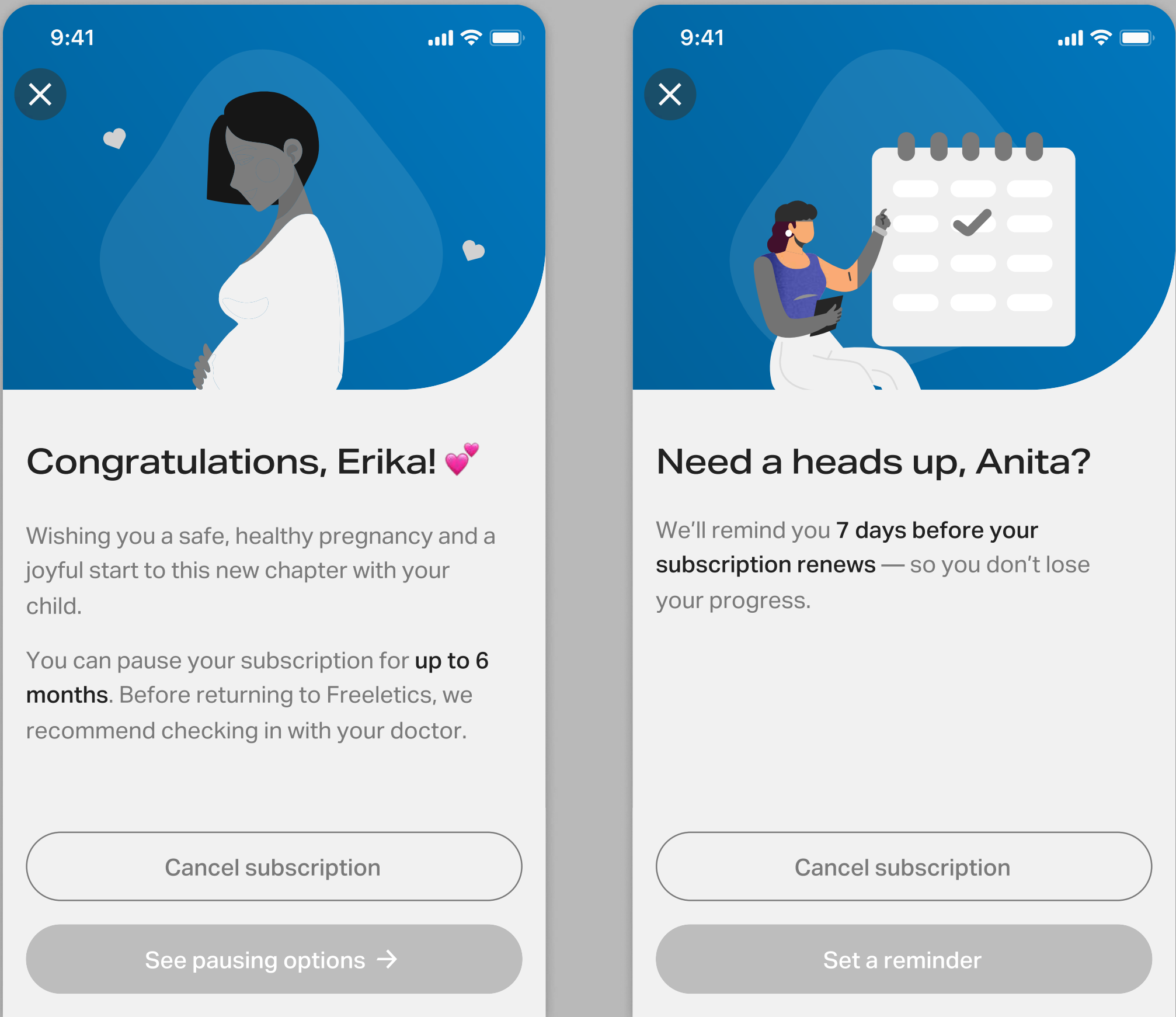
While designing the Offboarding flow, I adhered to Freeletics' brand guidelines: the design had to remain minimal and plain, keep a strong presence of gray, and illustrations were explicitly forbidden.



# my refurbishing 🌈

If I could reimagine the final screens, I would use color and illustrations to create warmth and bring joy to an otherwise tedious process.

Both of the illustrations from the examples are from Freepik.





# Profile

Transforming an overlooked shortcuts list into a central hub for account insights and seasonal needs

COMPANY  
XP Inc

ROLE  
Produt Designer

YEAR  
2021

## SKILLS AND CONTRIBUTIONS

UX Research

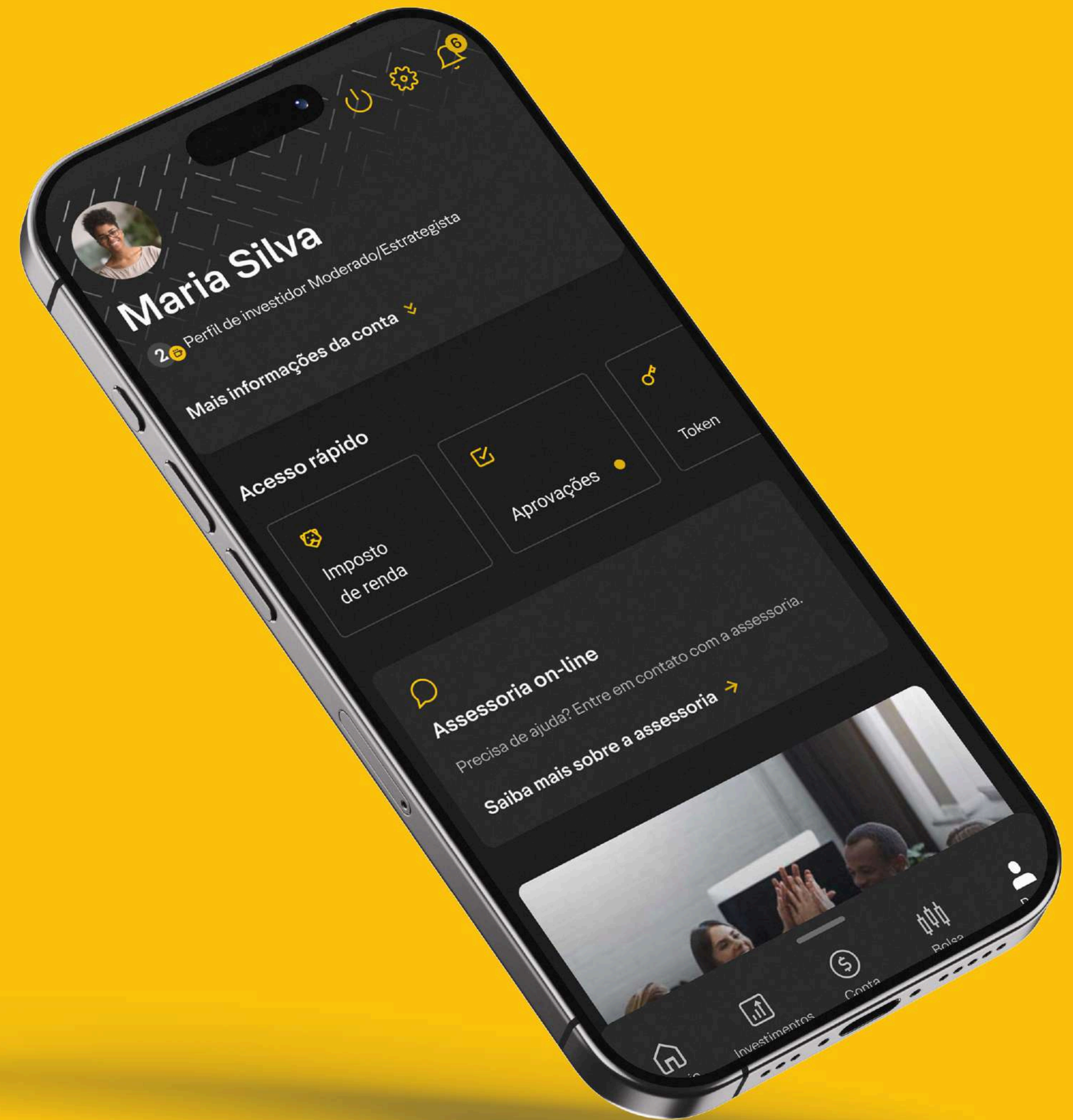
User Interviews

UX/UI Design

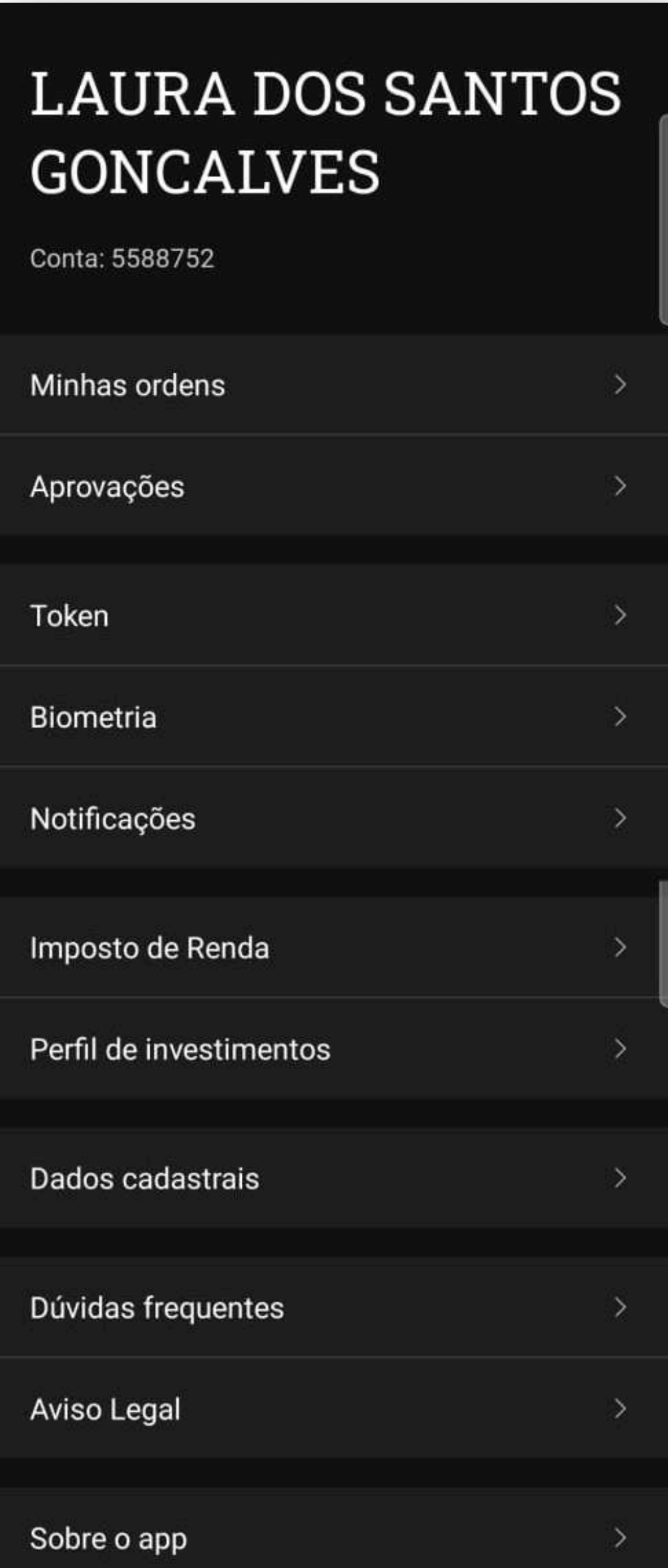
Product discovery

Workshop planning and facilitation

😊  
**-46%**  
support tickets



# My analysis 🔍



## USER’S PERSPECTIVE



### Where are my accounts?

The information displayed here did not reflect the reality of the **multiple accounts available** to the user and could cause confusion.



### This looks off...

Inherited components **didn’t match the new design system**. In banking, consistency isn’t just aesthetic: it assures users they’re in a **trustworthy environment**.



### What does what?

There was **no clear separation** between account configuration items, application configuration, and shortcuts to functionalities.

## COMPANY’S PERSPECTIVE



### Untapped potential

In a cross-company workshop I facilitated, stakeholders agreed the **area was overlooked** and could serve as a **hub for promoting features**, given its high traffic: it was the 4th most accessed area from the home page.



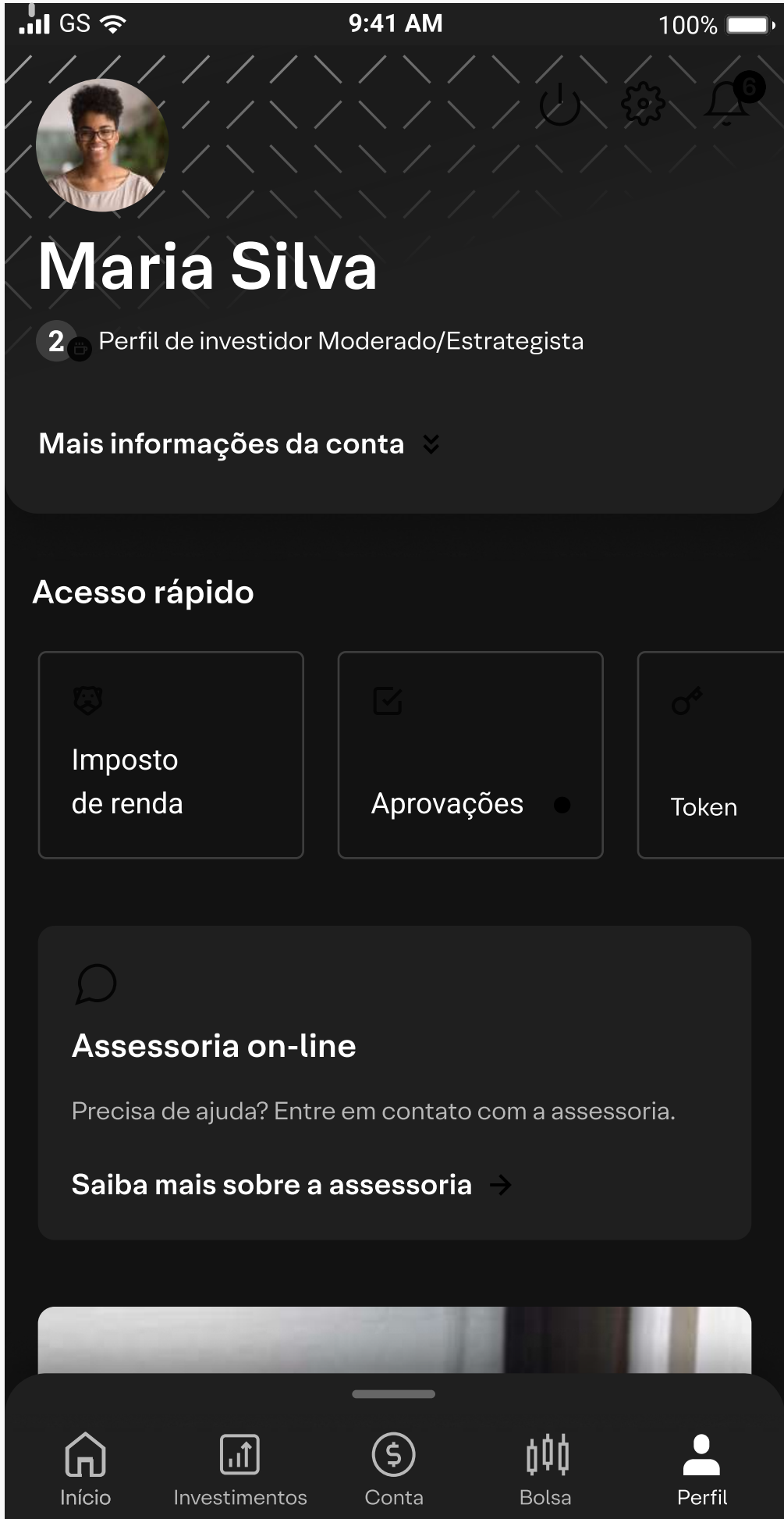
### When Features Hide in Plain Sight

In this same workshop, we learned that it was **more natural for users to contact support than to browse the list of shortcuts**. A clear example was the spike in requests for tax documents near filing deadlines, even though these were always available on demand in the profile.



# My proposal 🖋️

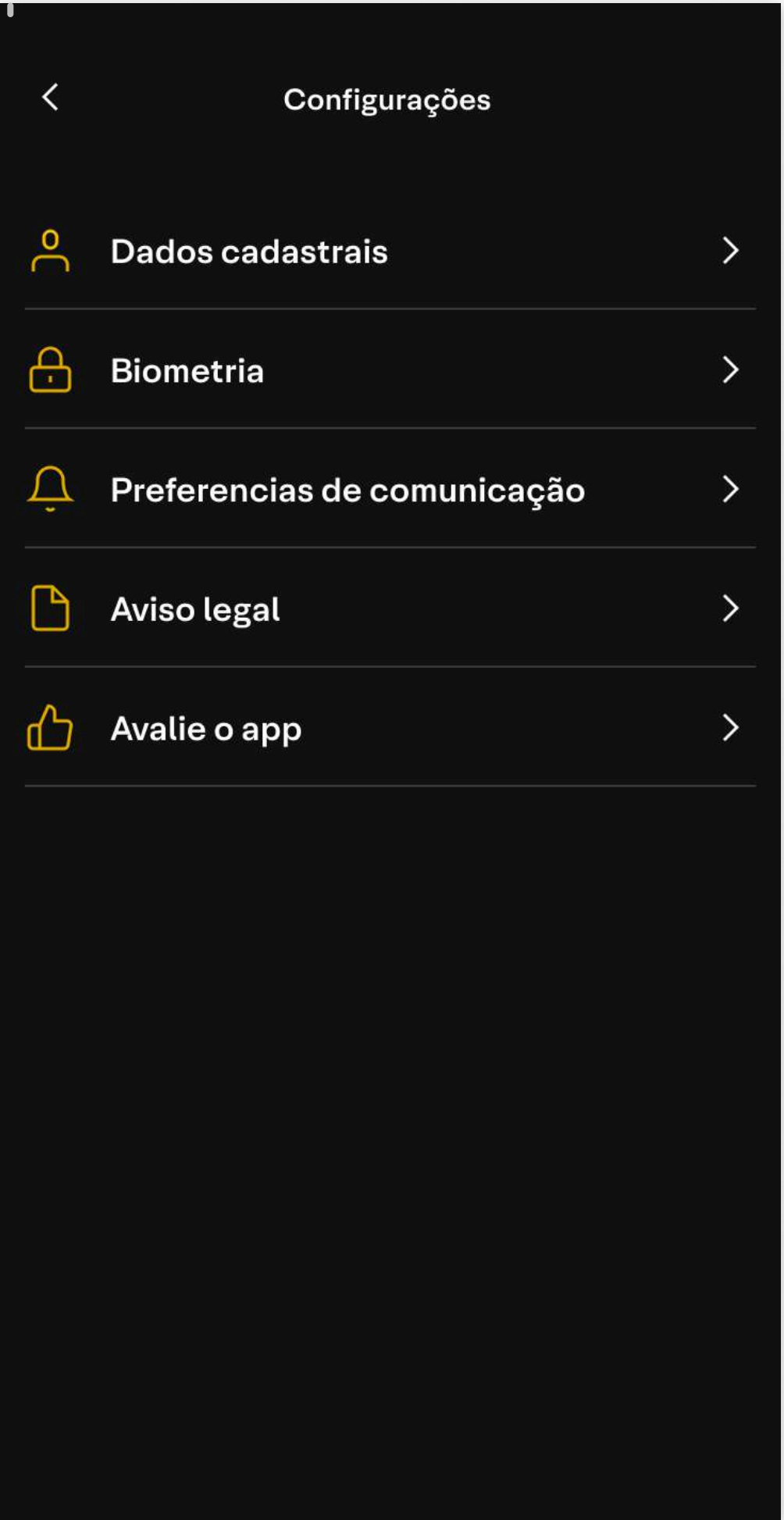
New main profile redesigned as a hub to concentrate main features



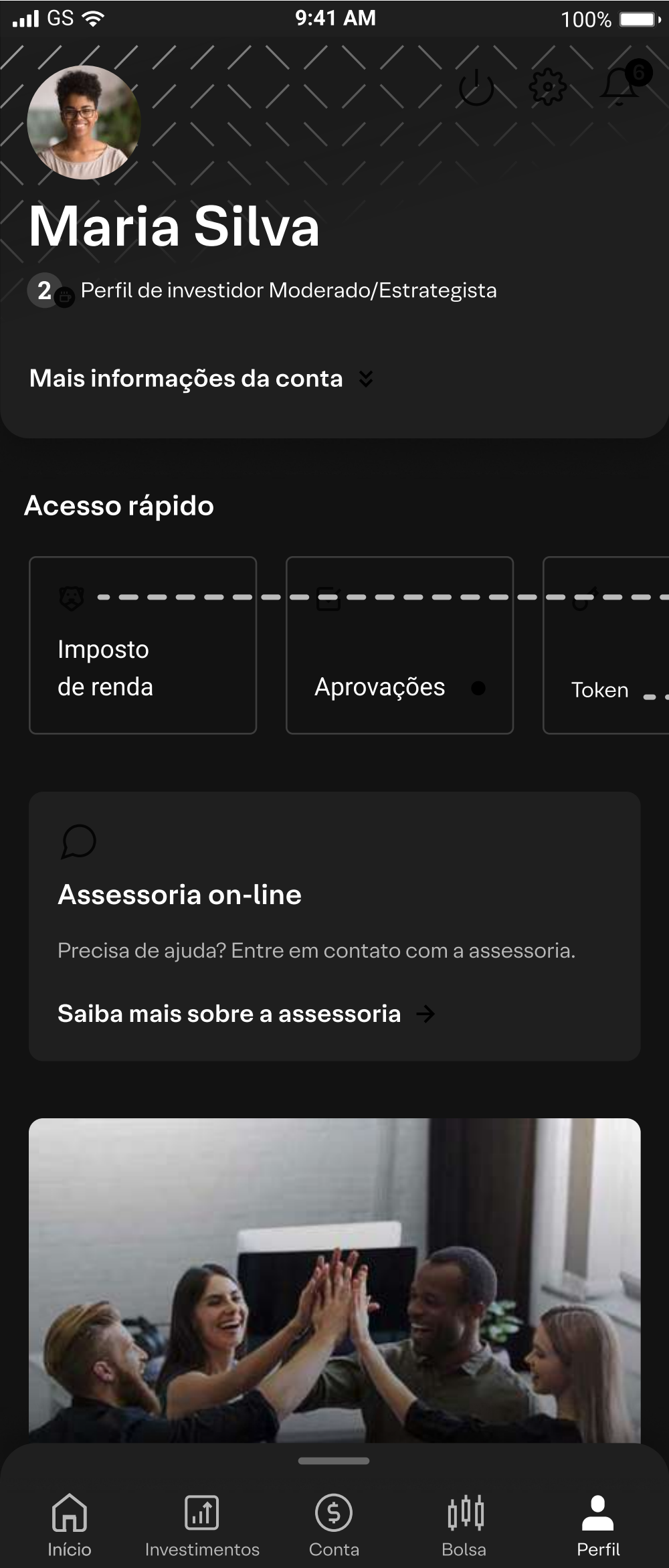
The expandable header concentrated the account information like account number and investors profile



App settings were now separate into a simple list



# My proposal 🖋️



Quick access carousel concentrating all the **most tapped features**.

Dynamic carousel that **adapts to priority**:

- **Tax documents shortcut appears** first during report-filling season
- Items with **pending actions** or **notifications** have priority



I designed an icon **in line with the design system guidelines**, matching brazilian tax office symbol, a lion.



# Results

From 'just a profile' to a feature powerhouse



the **average rating** for the profile experience changed from 3/5 to **4/5** after implementation

**-46%**

reduction in **support tickets regarding tax documents** in the next period after launch

# Shots



**One-page** view on a couple of projects from my career

# Buying Page

Reducing decision fatigue in a key-moment for conversion

COMPANY  
Freeletics

ROLE  
Growth Product Designer

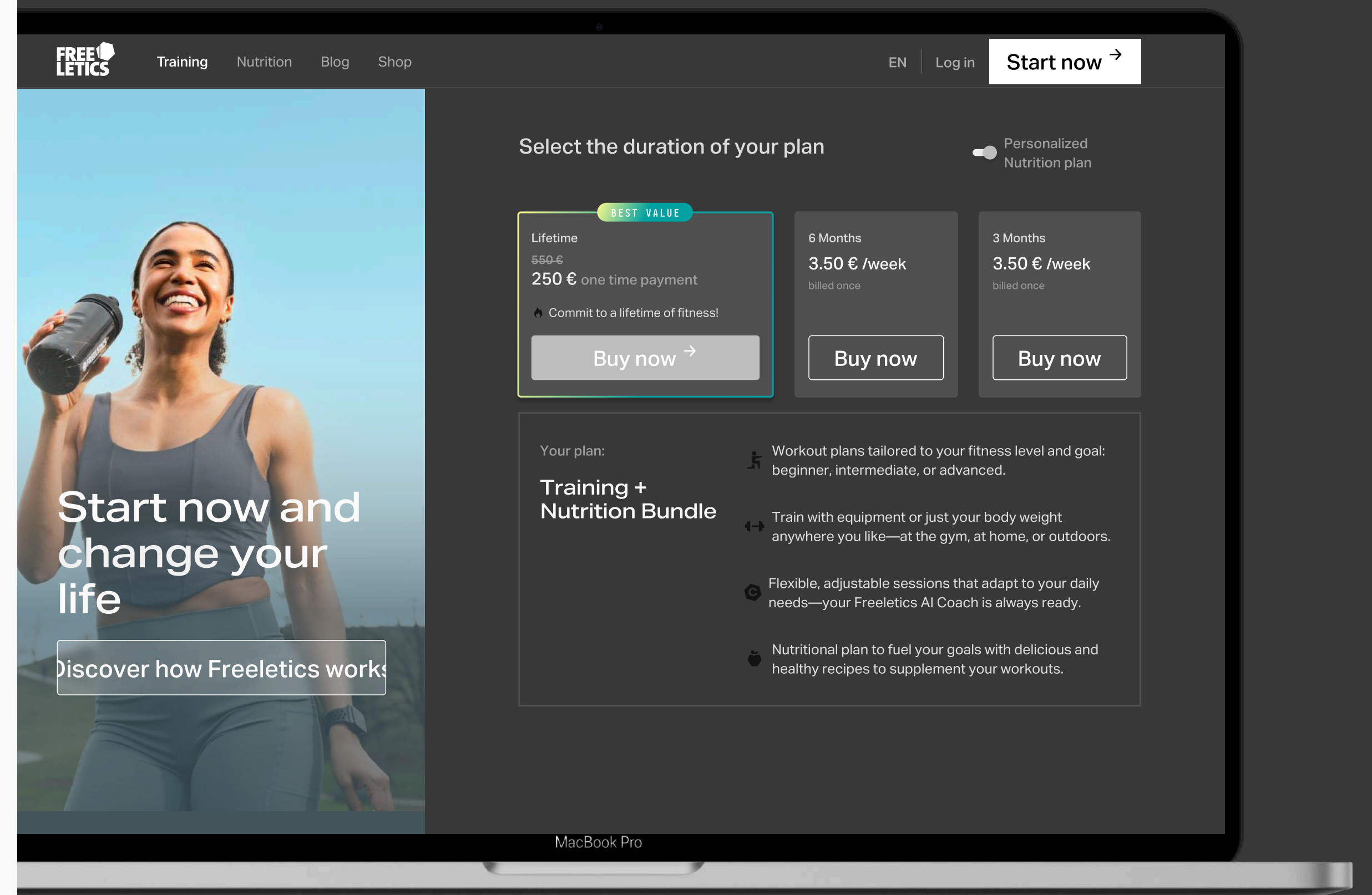
YEAR  
2025

SKILLS AND CONTRIBUTIONS

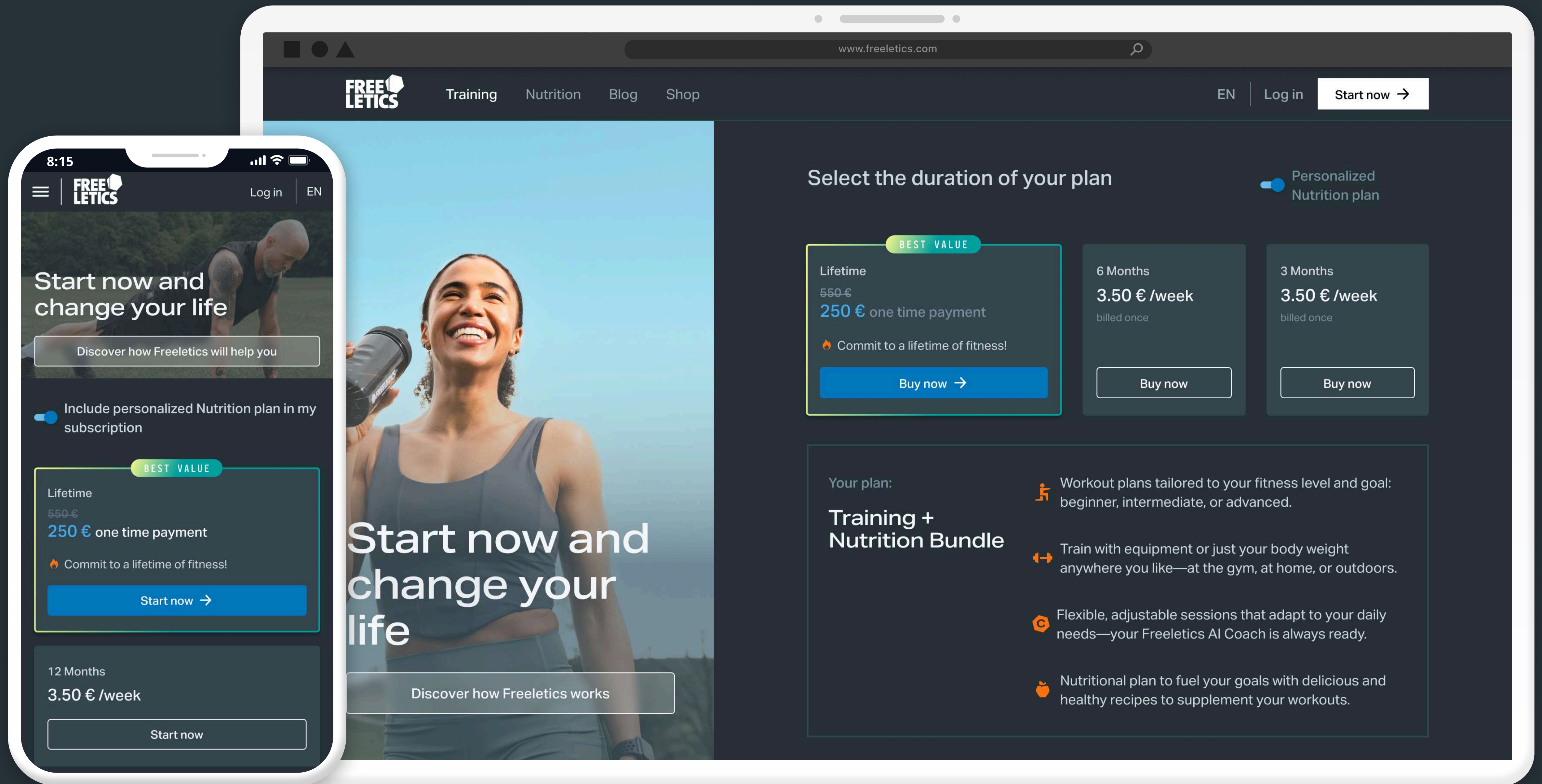
UX Research

UX/UI Design

Product discovery









# New homepage

Turning a mix of financial products into one simple hub for users' financial life

COMPANY  
XP Inc

ROLE  
Product Designer

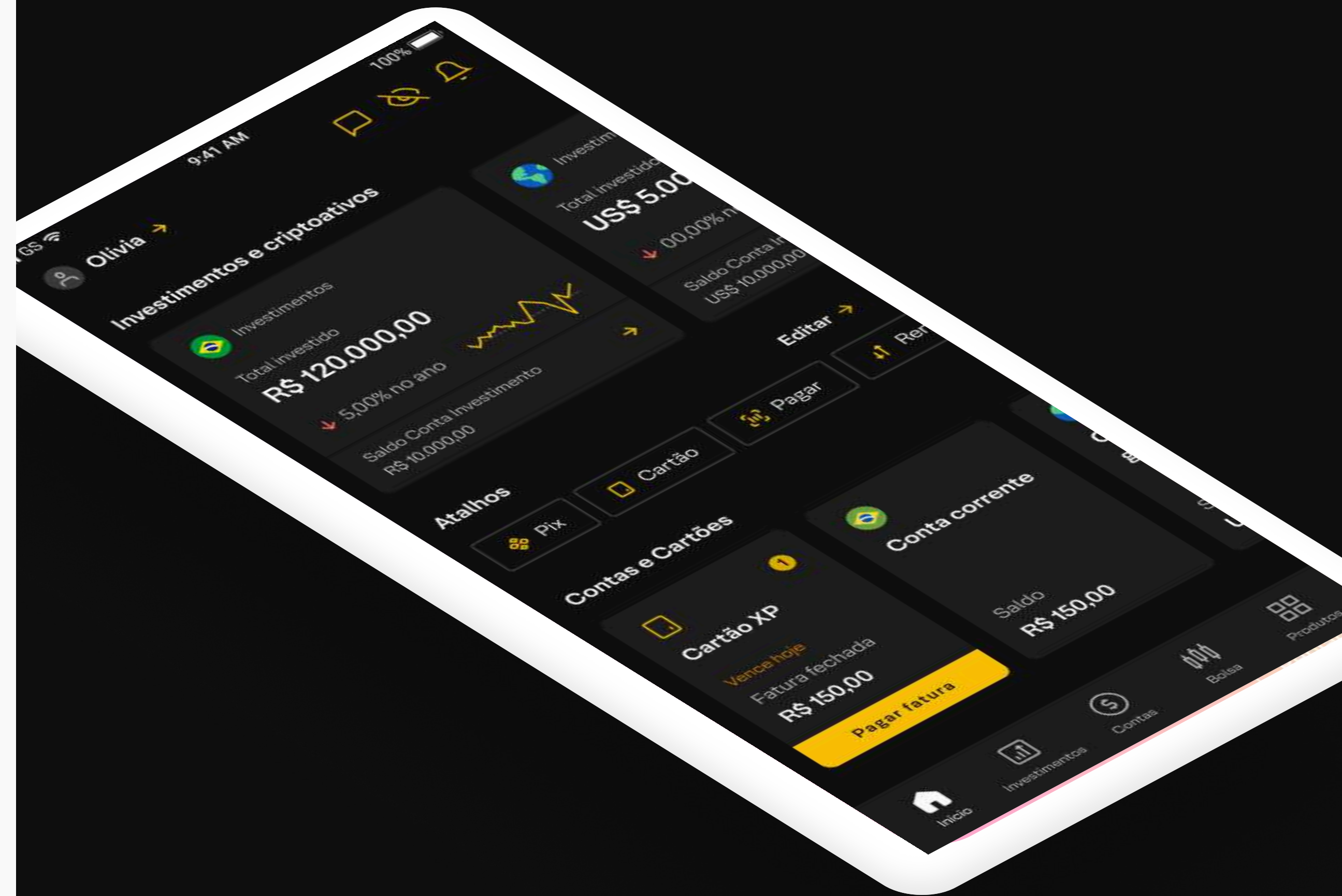
YEAR  
2021

SKILLS AND CONTRIBUTIONS

UX Research

UX/UI Design

Product discovery







# Alfabeto Design System

Building a clear and consistent atomic design system tailored to teachers, students, and school staff.

COMPANY  
Arco Educação

ROLE  
Junior Product Designer

YEAR  
2019

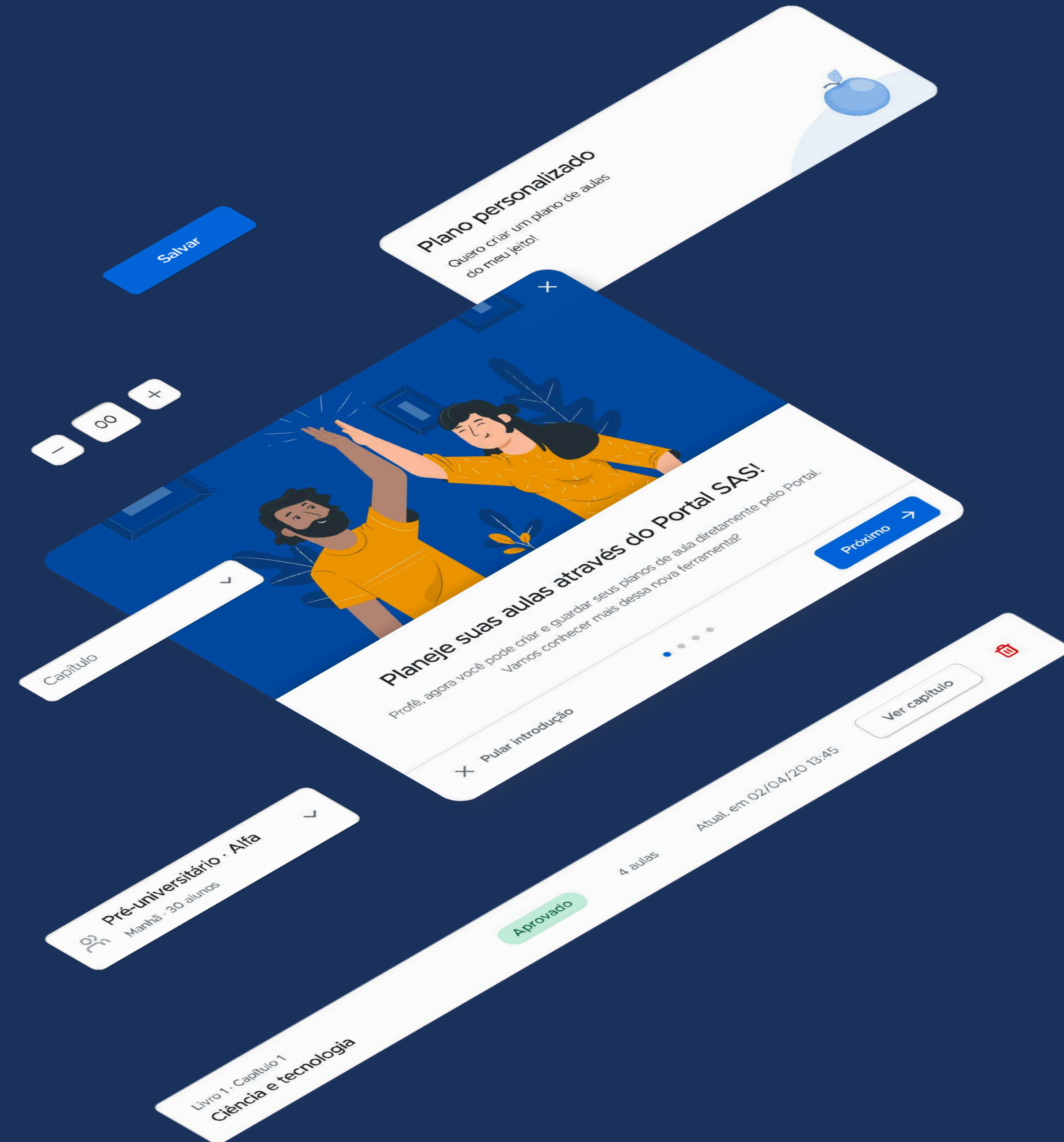
## SKILLS AND CONTRIBUTIONS

UX Research

UX/UI Design

Design system

Developer collaboration

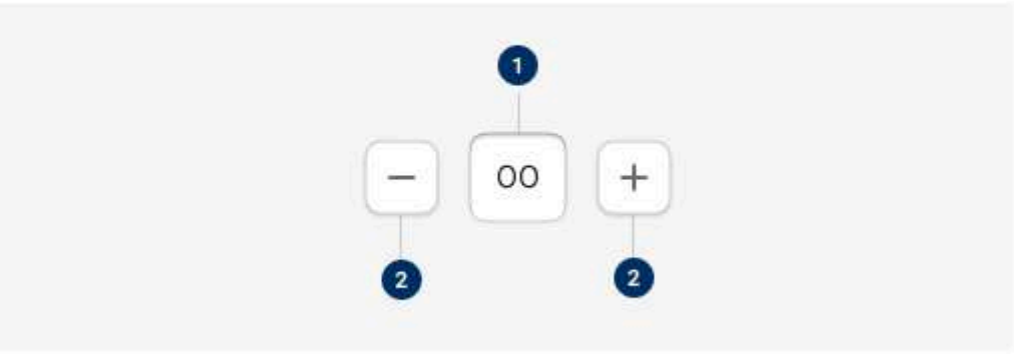


# Documentation example

## Counter

Used when the user needs to set the quantity of something.

### Structure



**1. Number input**


Accepts numeric character input from the keyboard.

**2. Plus/minus buttons**


Increases or decreases the current input quantity by one unit.

### States


This component consists of a button + input group, therefore, it inherits the states of these components.



**Default**  
When the user has not taken any action yet.

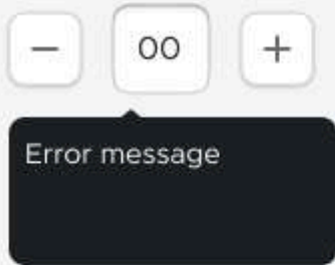


**Button hover**  
When the mouse pointer is over the item.



**Max/min allowed**  
When the user reaches the maximum or minimum limit, one of the increase or decrease options is disabled.

Label



Error message

**Error**  
When the value is above the maximum, below the minimum, or invalid.

# Setup in Figma

### Toast

Core Components / Alfabeto


Toasts são mensagens rápidas para o usuário como feedback de uma açã...

TypeDesktop

VariantSuccess

Icon

Action



✓

This chapter was planned! 🎉

Plan next chapter

✕

# Professional timeline ⌚



## Itaú Unibanco

Latin America's largest bank

Junior UI Designer

Jan 2018 — Aug 2019



## Arco Educação

Brazilian edtech unicorn

Junior Product Designer

Sep 2019 — Mar 2021



## XP Inc

Brazil's #1 investments bank

Product Designer

May 2021 — Jan 2023



## Visa

Brazil Branch

Product Design Consultant

Apr 2023 — Jun 2023

(temporary contract)



## Freeletics

Europe's leading fitness app

Growth Product Designer

Aug 2023 — current

# Skills ✨

### DESIGN SKILLS

- End-to-end product design
- Wireframing
- Prototyping
- UX Writing
- Accesibility
- Design systems
- Data-driven design
- UX Research
- Design documentation





### SOFT SKILLS

- Agile methodology
- Workshop planning and facilitation
- Stakeholder alignment
- Cross-functional collaboration
- Project management

### PRODUCT SKILLS

- A/B Testing
- Funnel optimization
- Data analysis
- Cross-functional collaboration

# Languages 🗣️

-  **Portuguese** (Native)
-  **English** (Fluent / professional)
-  **German** (Basic)
-  **Spanish** (Basic)



# Thank you!

 [/lausang](#)

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