

LAURA GONÇALVES

Product Designer

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SUMMARY

Product Designer with 6+ years of experience leading end-to-end design in cross-functional teams across fintechs, education and healthcare. Proven track record designing data-informed user experiences that drive growth, retention, and revenue. Skilled in research, prototyping, storytelling, and systems thinking, with a strong foundation in accessibility and inclusive design. Experience working in both startup and enterprise environments, including Latin America's largest financial institutions and Europe's leading fitness tech company.

WORK EXPERIENCE

Freeletics

Munich, Germany

Growth Product Designer

Aug 2023 – Present

- Led design initiatives within the Growth team, **focusing on subscription experiences** across the user lifecycle
- Co-ideated a redesign of the organic conversion flows, **increasing conversion rate by 8%**
- Drove the ideation and implementation of new single-purchase product offerings, generating €5k in incremental revenue in the first 2 weeks
- Initiated, designed, and launched an Offboarding flow to **reduce subscription churn**, resulting in a **22% decrease in subscription cancellations**
- Actively contributed to the growth and maintenance of the **Acropolis Design System**, ensuring consistency, scalability, and proper documentation of reusable design components

Visa

São Paulo, Brazil

Product Design Consultant (*Temporary Contract*)

Apr 2023 – Jul 2023

- Supported the planning and execution of a leadership workshop that defined **key strategies for Visa's operations in Brazil**
- Collaborated closely with cross-functional teams and senior executives to align on priorities and deliverables
- Conducted **market research**, coordinated logistics and materials, and facilitated communication among stakeholders

XP Inc (Brazil's largest investments bank)

São Paulo, Brazil

Product Designer

May 2021 – Jan 2023

- **Led the end-to-end design process for key initiatives** within the XP app, including discovery, user research, usability testing, interface design, and handoff to development
- **Planned and facilitated cross-functional workshops** to align on product goals, define user journeys, and prioritize features collaboratively
- Designed **gamified experiences** to drive user engagement and increase app retention, contributing to a broader strategy of financial education and loyalty
- Collaborated on the evolution of the **Soma Design System**, helping build and document reusable components for consistency across teams

Arco Educação (Brazilian Edtech unicorn)

São Paulo, Brazil

Junior Product Designer

Sep 2019 – Mar 2021

- Worked as a junior designer in a cross-functional squad focused on improving the digital experience for basic education teachers, contributing across **user research, prototyping, interface design, and usability testing**
- Led rapid ideation, research, and design of "Sala de Aula", a tool enabling teachers to connect online classes to the platform and digital school books during the pandemic; **delivered a tested MVP in just 2 sprints** under high uncertainty
- Conducted **field research by visiting schools** to observe classroom dynamics and interview teachers in their daily work environment, uncovering key pain points and user needs
- Co-created **Alfabeto Design System**, establishing its foundational components, visual guidelines, and documentation from scratch

Itaú Unibanco (Latin America's largest financial institution)

São Paulo, Brazil

Junior User Interface Designer

Jan 2018 – Sep 2019

- Worked across **two agile squads**, delivering and documenting user interfaces aligned with business and technical requirement
- Researched **WCAG accessibility guidelines** and supported the adaptation of the existing design system to meet accessibility standards, with a focus on color contrast and inclusive design practices

EDUCATION

UNIVERSIDADE ANHEMBI MORUMBI

São Paulo, Brazil

Bachelor of Graphic Design

Jan 2016 — Dec 2019

Merit-based scholarship recipient

Relevant Coursework: Typography; Branding & Identity; User Interface Design; Motion Graphics; Packaging Design

ADDITIONAL TRAINING AND CERTIFICATIONS

PUNKMETRICS

Product Analytics

Jul 2025 — Present

Improving my skills on product data interpretation, metrics definition, and effective collaboration with key stakeholders for data-driven decisions as a designer

IDEO-U

Hello Design Thinking

Apr 2020

Covered the core principles of human-centered design, including problem mapping, ideation, prototyping, and testing

Storytelling for Influence

Apr 2020

Explored narrative techniques to communicate ideas persuasively and align stakeholders around design decisions

MERGO USER EXPERIENCE

UX Research Workshop

Apr 2019

Hands-on training in qualitative research methods, including planning, conducting, and synthesizing user interviews

SKILLS

Core Design Skills: End-to-end Product Design, Product Discovery, UX Research, UI Design, Interaction Design, Wireframing, Prototyping, UX Writing, Accessibility, Design Documentation, A/B Testing, Usability Testing, Design Systems, Branding

Tools: Figma, Sketch, Adobe Creative Cloud, Notion, Miro, Jira, Confluence, UserTesting, Maze

Soft Skills: Agile Collaboration, Cross-Functional Teamwork, Workshop Facilitation, Stakeholder Alignment

Languages: Portuguese (native), English (fluent), Spanish (basic) and German (basic)