

RAQUEL FIGUEIREDO

SENIOR PRODUCT DESIGNER

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PROFESSIONAL SUMMARY

Senior Product Designer with 12+ years of experience designing complex digital products across healthcare, insurance, IoT, gaming, and enterprise platforms. Leads end-to-end product design from discovery through delivery, translating business and technical complexity into clear, scalable experiences across mobile, web, and back-office systems. Experienced in UX research, interaction design, Design Systems, accessibility, stakeholder alignment, and AI-assisted workflows.

CORE SKILLS

Product Design	Discovery, Product Strategy, UX Research, Information Architecture, Journey Mapping, User Flows
Interaction & UI	Wireframing, Prototyping, Usability Testing, Accessibility, Responsive Design, UX Writing
Systems & Delivery	Design Systems, DesignOps collaboration, Agile/Scrum, Developer Handoff, QA, Stakeholder Management
Tools	Figma, FigJam, Miro, Jira, Coda, Adobe XD, Axure RP, InVision, Claude, ChatGPT, Figma Make

PROFESSIONAL EXPERIENCE

Senior Product Designer | Welbe Care

Mexico City, Mexico (Remote) | Nov 2025 - Present

- Own end-to-end design across three connected healthcare products: a mobile app, web platform, and internal back-office system supporting telemedicine, health plans, and laboratory services.
- Designed and launched a quota-based purchase flow for medical exams and specialist consultations, covering approximately 45 screens and complex states in six working days across two sprints.
- Created reusable Design System components and improved visibility of benefits, payment status, and next steps, increasing user autonomy and reducing support demand related to purchases.
- Partner with Product, Technology, Engineering, and QA; use Figma, Miro, Jira, Coda, Claude, and ChatGPT for research synthesis, workflows, prototyping, documentation, and handoff.

Senior Product Designer | Vivo (Telefónica)

São Paulo, Brazil | May 2025 - Nov 2025

- Designed an integrated Smart Home ecosystem spanning the customer application, IoT support workflows, and a new internal support platform for a specialized customer segment.
- Conducted discovery with IoT technicians and stakeholders, mapped service journeys, and produced 400+ screens and scenario states using Vivo's established Design System.
- Improved information visibility and support flows, contributing to fewer device returns, more efficient installations, and an approximately 20% increase in interest among customers who already owned Smart Home devices.
- Delivered concepts for dashboards, ticketing, remote access, and customer support in collaboration with innovation and engineering teams; solutions were launched to production.

Senior Product Designer | SulAmérica

São Paulo, Brazil | Jan 2022 - Apr 2024

- Led design for the Digital Issuance Platform, digitizing fragmented insurance workflows previously handled through spreadsheets, physical documents, postal mail, and external tools.
- Designed role-based experiences for insurance analysts, nurses, and fraud-audit teams across an 18-month MVP rollout with 1,000+ screens and scenarios.
- Helped reduce average proposal analysis time from about 60 minutes - or more than one day in delayed cases - to a maximum of approximately 25 minutes.
- Ran a WhatsApp pilot before health-declaration calls that increased answered calls by 93%; contributed to a broader digitalization program that reduced paper use and operating costs.

Product Designer (Independent Consultant) | Self-Employed

Global Remote | Jul 2016 - Present

- Deliver end-to-end UX/UI consulting for mobile apps, web applications, websites, and landing pages, from research and information architecture through high-fidelity design and developer handoff.
- Selected clients include Age of Learning, UOL, Polen App, UAUBox, and small and midsize businesses in Brazil, Europe, and the United States.
- Combine product design with UX writing, digital marketing, conversion-focused landing pages, and cross-functional collaboration.

Principal Game UX Designer | Insane Game Studio

São Paulo, Brazil (Remote) | Jul 2020 - Jan 2022

- Led UX for Profane, a sandbox MMORPG with action combat, open PvP, and full-loot systems.
- Designed and iterated HUDs, inventory, controls, player messaging, and information systems; conducted playtesting to improve clarity, feedback, and decision-making during combat.

Senior Product Designer | Bradesco Seguros

Barueri, São Paulo, Brazil | May 2017 - Oct 2019

- Designed internal and customer-facing experiences across Health, Auto, Private Pension, broker platforms, travel insurance, home insurance, and electronics protection.
- Led continuous discovery, workshops, journey mapping, KPI definition, prototyping, usability testing, and rapid iteration in partnership with business, engineering, operations, and compliance.
- Contributed to a gamification pilot and multiple digital product initiatives in a highly regulated insurance environment.

EARLIER EXPERIENCE

Front-End Developer | Viceri Seidor

Jundiaí, São Paulo, Brazil | Apr 2015 - Jun 2016

- Built responsive, accessible interfaces and supported UX/UI prototyping and handoff for clients including Mapfre, BrasilPrev, Itaú, Libbs, Manserv, and Microsoft Brazil IoT initiatives.

IT Support Analyst | TOTVS

Jundiaí, São Paulo, Brazil | Dec 2013 - Mar 2015

- Supported enterprise accounts including Grupo Boticário and Ambev, performing incident management, root-cause analysis, SLA monitoring, documentation, and feedback to Product/UX.

Web Designer Intern | CIJUN

Jundiaí, São Paulo, Brazil | Nov 2012 - Dec 2013

- Updated public-service websites, supported accessibility and usability improvements, and contributed to the digitalization of municipal services.

EDUCATION

- Executive MBA in Marketing and Innovation Strategies - The University of Akron / LAIOB, Akron, Ohio | 2023
- Postgraduate Degree in Digital Design and Games - Universidade Anhembi Morumbi, São Paulo, Brazil | 2021
- Bachelor's Degree in Computer Science - UNIFACCAMP, São Paulo, Brazil | 2018

ADDITIONAL INFORMATION

- Work Authorization: U.S. Permanent Resident (Green Card Holder); authorized to work for any U.S. employer without sponsorship.
- Languages: Portuguese (Native), English (Upper-Intermediate/B2), Spanish (Professional working proficiency).
- Location: Greater Austin Area, Texas; open to remote, hybrid, on-site, and relocation opportunities.