

Larissa Pancieri

Senior Product Designer

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Skills *

SaaS

User Interface

UX Research

Customer Journeys

Usability Tests

Agile Methodology

Prototype

Figma

Financial Institution

Wireframing

Data-Driven Design

Metrics

Blueprint

Userflows

Miro

Jira

Experience *



Senior Product Designer • Yooga

Aug 2023 -> Present Espírito Santo, Brazil (Remote)

- Developed the project "Configuring Your Printer," **which reduced the company's contact rate from 5% to 2%.**
- Responsible for interviewing 25 Yooga clients to document personas.
- Identified the main pain points of the client base and the three key features that the UX team should focus on.
- Document Personas, map the customer's macro journey, design workflows, and propose a new interface.
- Responsible for creating the UX team's roadmap.
- Responsible for mapping the hiring journey of our users alongside Yooga's processes: in the blueprint, **we identified the stages where users churn from the product.**
- Responsible for creating the UX team's roadmap.
- Research and document key market trends and how competitors are addressing similar issues.



Senior Product Designer • Fiserv Latam

Dec 2021 -> July 2023 São Paulo, Brazil (Remote)

I worked for Try Consultoria, but within a squad at Fiserv Latam.

Main responsibilities & points:

- Responsible for mapping product usage profiles and documenting Personas.
- Map the journey of each of the four Personas for the product.
- Create a task map for each Persona, highlighting where their tasks converge and diverge.
- Responsible for creating the first SaaS dashboard for the product.
- Promoted by management for high performance within the team.
- Received a 90-page document, conducted card sorting to understand the information architecture of the feature, and delivered it in 3 weeks.



Senior Product Designer • Try Consultoria

Dec 2021 -> July 2023 São Paulo, Brazil (Remote)

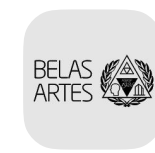
At Try Consultoria, I worked as a Senior Product Designer assigned to the Fiserv Latam squad, with responsibilities outlined above. There, I had the chance to interact and learn from over 200 UX Designers, UI Designers, and Researchers. I participated in design critiques, workshops, and internal talks on research and results.

I had the opportunity to witness a strong UX culture in place, with UX leads, a UX Director, and more.

Education *



Fundação Getúlio Vargas
Management Processes.



Centro Universitário
Belas Artes
Advertising and Marketing - SP.



ESPM
UI and UX Design

Language

English **B2** Advanced

Spanish **A2** Basic

Portuguese **Fluent**