

LETÍCIA MARTINS

Senior Product Designer | UX/UI | Design Systems | Design Ops

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PROFESSIONAL SUMMARY

Senior Product Designer with 7+ years of experience in B2B digital products and 14+ years in design. End-to-end background across discovery, user research, information architecture, prototyping, validation, and engineering handoff, with experience in CRM, ERP, SaaS, and complex operational platforms. Specialized in building and governing Design Systems, Design Tokens, accessibility, and documentation. Track record of reducing rework, accelerating validation cycles, and connecting design decisions to product and business metrics.

CORE COMPETENCIES

End-to-end Product Design | UX Research | Interaction Design | Information Architecture | Journey Mapping | Usability Testing | A/B Testing | Design Systems | Design Tokens | Component Libraries | Design Ops | High-fidelity Prototyping | WCAG and Inclusive Design | Workshop Facilitation | AI-assisted Design

PROFESSIONAL EXPERIENCE

Senior Product Designer (UX/UI) | Sisloc Softwares | Jul 2024 - Present

B2B CRM and ERP platform for equipment rental, serving 128+ client companies and 83,000+ active records.

- Own end-to-end design for complex journeys spanning contracts, asset availability, measurements, and billing across multiple modules.
- Led 50+ qualitative and quantitative research sessions, turning behavioral data into actionable insights for roadmap prioritization.
- Built a Design System from scratch with 40+ documented components, Design Tokens, interface patterns, and supporting documentation.
- Mediated decisions across product, engineering, and business, translating complex rules and technical constraints into flows and interactive prototypes.
- Integrated Claude Code and ChatGPT into the workflow to accelerate documentation, prototyping, and engineering handoff.
- Managed concurrent workstreams across production CRM improvements and new-product initiatives, prioritizing by impact and delivery predictability.
- Improved task completion rate by 35% and increased engagement metrics by 45%.

UI Designer | CZ (Czapp) | Aug 2023 - Jun 2024

International B2B platform for commodities operations.

- Collaborated with stakeholders across countries and functions to translate complex operational requirements into clear, scalable interfaces.
- Maintained and evolved the Design System, ensuring visual consistency, component reuse, and reliable handoff across multiple use cases.

Senior Product Designer (UX/UI) | Pris Software / BTG Pactual | May 2021 - Aug 2023

B2B SaaS platform for variable compensation management, later acquired by BTG Pactual.

- Worked end-to-end on a product with multiple user profiles, journeys, and business rules, linking design decisions to objectives and metrics.
- Conducted interviews, card sorting, A/B testing, heatmap analysis, and continuous validation to support strategic product decisions.
- Built a Design System with 50+ components and pattern libraries, improving consistency and efficiency across design and engineering.
- Facilitated co-creation workshops with HR, managers, executives, product, and engineering, balancing competing needs and building alignment.
- Identified experience issues before implementation and reduced the design-to-validation cycle by 50%, lowering rework.

Product Analyst and Digital Marketing | Unidas | Dec 2017 - Mar 2020

Brazilian vehicle rental, corporate fleet management, and used-car sales company with B2B and B2C operations.

- Mapped multi-touchpoint journeys spanning reservation, contract, pickup, return, and billing, identifying friction across the experience.
- Conducted user research and applied Design Thinking to propose evidence-based improvements for B2B and B2C audiences.
- Redesigned vehicle search and booking flows, reducing time to find a suitable vehicle by 12% and navigation-related complaints by 31%.
- Prototyped landing pages and conversion flows, connecting user needs to rental and used-car sales goals.
- Planned acquisition campaigns, SEO, and lead qualification, tracking ROI, traffic, and user behavior to guide optimization.

TECHNICAL SKILLS

Design Systems and Design Ops: Design Tokens, Component Libraries, living documentation, governance, scalability, and design-to-code consistency

UX and Product: Discovery, interviews, usability testing, A/B Testing, Card Sorting, heuristic evaluation, as-is/to-be Journey Mapping, and prioritization

UI and Prototyping: Advanced Figma, Auto Layout, Variants, Component Properties, wireframes, and high-fidelity interactive prototypes

Accessibility: WCAG, inclusive design, and interaction pattern evaluation

AI-assisted Design: Claude Code and ChatGPT for research, documentation, prototyping, and engineering handoff

Tools: Figma, FigJam, Hotjar, Microsoft Clarity, Maze, and Miro

EDUCATION AND CERTIFICATIONS

BA in Social Communication | Centro Universitário de Belo Horizonte | 2006 - 2009

Postgraduate Certificate in Photography: Technique, Language and Media | Centro Universitário UNA | 2012 - 2013

Accessibility: How to Design for All | Interaction Design Foundation | 2025

AI for Designers | Interaction Design Foundation | 2024

Product Design PLG | BTX Design School | 2022

UI Boost-Design | DesignBoost | 2022

LANGUAGES

Portuguese: Native | English: Upper-intermediate (B2), professional reading, writing, and conversation | Spanish: Basic