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FERNANDA LOPES

PRODUCT DESIGNER
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SUMMARY

I'm a Product Designer with 9+ years of experience across SaaS, B2B, B2C, and B2B2C products in healthcare, fintech, mobility, and consumer apps, including AI-powered workflows. I combine user research, systems thinking, and end-to-end design to turn complex problems into intuitive, scalable experiences that balance user needs, technical feasibility, and business goals. My work has contributed to a 93% reduction in task time, products reaching 10k+ users, and R$1B+ in credit released. A fast learner and natural team player, I bring critical thinking and clear communication to cross-functional collaboration, thriving on complex challenges from discovery to delivery.

RECENT EXPERIENCE

PetDesk _ Product Designer
APR 25 - PRESENT # USA # REMOTE

Design product experiences for a veterinary SaaS platform serving 12,000+ clinics and 18M+ pets annually, spanning AI-powered clinical documentation and call center solutions.

RESPONSABILITIES
_Own native app design and serve as the primary design point of contact for Android.
_Design Scribe experiences, streamlining AI-powered veterinary transcription and clinical documentation.
_Lead Call Center design for launch with PetDesk's first major customer, shaping workflows to improve communication efficiency.
_Help build the Design System from scratch, creating reusable components that improve consistency, accessibility, and design efficiency.
_Partner with Product Managers, Engineers, and Designers across discovery, implementation, and iteration, leading design reviews and incorporating cross-functional feedback to deliver scalable, high-quality experiences.

Calindra _ Sr. Product Designer | UI/UX Designer
MAY 24 - APR 25 # BRAZIL # REMOTE

Led product design for a wellness app, improving retention through onboarding, navigation, and interaction refinements that contributed to 10k+ users in the first 2 years. Built and maintained a design system, ran user interviews and testing, and ensured design fidelity through QA.

Finbits _ Sr. Product Designer | UI/UX Designer
JAN 22 - APR 23 # BRAZIL # REMOTE

Designed workflows and core features for a B2B SaaS cash flow platform, reducing task completion time by up to 93% for finance teams. Partnered with cross-functional stakeholders to define requirements, validate concepts through research, and ensure smooth implementation.

Brainn.co _ Sr. Product Designer | UI/UX Designer
DEC 20 - DEC 21 # BRAZIL # REMOTE

Led UX and product design for a credit advisory SaaS product, contributing to the release of over R$1 billion in credit and supporting more than 3,000 users in achieving homeownership goals. Created user journeys, flows, and prototypes to align business rules with a clearer, more trustworthy experience.

MAIN SKILLS

Product Design_Figma; Design Systems; UX/UI design; Prototyping; information architecture; accessibility; journey mapping; generative AI basics. **Research**_UX research; usability testing; **Collaboration**_Understanding of front-end technologies for development-friendly designs; stakeholder management. **Visual Design**_Adobe tools: Photoshop, Illustrator, and InDesign; Branding; Graphic Design.

EDUCATION

Pontifícia Universidade Católica do Rio de Janeiro
JAN 05 - DEC 10 # RIO DE JANEIRO, BRAZIL

Qualifications in Graphic and Product Design in the DESIGN course

CERTIFICATIONS

AI Immersion_Alura; **Design System Specialist** _Meiuca; **Design Systems: Mastering Design at Scale**_InVision; **UX Writing**_Bruno Rodrigues; **UX Metrics**_Punk Metrics + Huxley Dias; **UX Design**_Huge + Miami AD School/ESPM Rio

LANGUAGES

Portuguese_Native
English_Fluent
Spanish_Advanced
French_Advanced