

Ingrid Gomes da Silva

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of experience owning product design end-to-end across B2B SaaS and enterprise HR platforms. Deep expertise in product discovery, interaction design, user flows, information architecture, and design systems. Consistently bridges user needs, business goals, and technical constraints to ship scalable, accessible (WCAG) experiences. Former UX Lead who built and governed a design system across 10+ products — and a strong collaborator with Product, Engineering, and business stakeholders at every stage of the product lifecycle.

PROFESSIONAL EXPERIENCE

Senior Product Designer (UX Designer 2021–22 → UX Lead 2022–24 → Senior Product Designer 2024–26)

LG Lugar de Gente | 2021 – Jan 2026

Grew from UX Designer to UX Lead (2022) and continued as Senior Product Designer after an organizational restructuring. Owned product design across Payroll, Performance Management, Recruitment & Selection, and new product initiatives over a 5-year tenure.

Discovery & Delivery

- Led end-to-end discovery and UX design for 3 new product initiatives, reducing time-to-validated-concept by approximately 40% through structured hypothesis testing and rapid prototyping.
- Conducted 40+ user research and usability testing sessions with enterprise HR users, translating insights into design requirements aligned with business OKRs.
- Delivered high-fidelity prototypes and design specs that reduced back-and-forth with engineering by ~30%, enabling faster sprint execution.
- Redesigned critical workflows for Payroll, Performance Management, and Recruitment & Selection, reducing user-reported errors by approximately 80% in targeted flows.

Design System & Leadership

- Led the creation and governance of a unified design system adopted across 10+ HR products, reducing component-level rework by ~35% and cutting designer onboarding time by 70%.
- Defined accessibility standards (WCAG 2.1 AA) for the platform, ensuring compliance across critical workflows used by thousands of enterprise users.
- Mentored a team of 4 designers and introduced structured design critique and documentation practices that improved delivery consistency across the platform.
- Introduced JTBD framework to the discovery process, improving stakeholder alignment and reducing late-stage scope changes.

UX & Visual Designer

WAM Group | 2019 – 2021

- Designed cross-brand digital and responsive web experiences for multiple product lines, covering UI/UX, interaction design, and user flows for web and mobile contexts.
- Led information architecture and UX strategy for 2 web application projects, improving user task completion rates by an estimated 25%.
- Produced wireframes, user flows, prototypes, and design documentation in Figma and Adobe XD, bridging the gap between marketing requirements and front-end development.

Freelance Designer

Self-employed | 2015 – 2019

- Delivered branding, UX/UI design, website design, and advertising materials for clients across multiple industries, including a 2-year engagement with Wolf Comunicação on integrated marketing campaigns.

CORE SKILLS & TOOLS

Product Design: End-to-end product design, User Research, Usability Testing, A/B Testing, Information Architecture, User Flows, Interaction Design, Jobs-to-be-Done (JTBD), Design Thinking, Hypothesis Validation, Heuristic Evaluation, Competitive Analysis, product lifecycle ownership

Design Systems: Component design, governance, accessibility (WCAG 2.1 AA), documentation, scalability

Prototyping & Tools: Figma, Adobe XD, Miro, FigJam — wireframes, user flows, high-fidelity and interactive prototypes; Notion and Confluence for documentation

AI-Powered Design: Lovable, Framer AI, Figma Make — rapid prototyping and UI generation with AI-assisted tools; prompt-to-UI workflows integrated into the design process

Collaboration: Cross-functional stakeholder management, Agile/Scrum, Sprint planning, OKR alignment, Engineering & Product partnership, workshop facilitation

Visual & Front-end: Illustrator, Photoshop, basic HTML/CSS; web and mobile/responsive design; B2B SaaS and enterprise product design, UI design

EDUCATION

Master's in Strategic Management in UX Design | ESPM — São Paulo

2020 – 2022

ESPM is Brazil's #1 ranked school for marketing, communications, and design. This graduate program focused on strategic application of UX across digital products, combining Lean product management, UX Research, design systems, and leadership for senior-level roles in Product Design and Digital Business.

Bachelor's in Design | PUC Goiás (Pontifical Catholic University of Goiás)

2012 – 2016

PUC Goiás is the oldest and second-ranked university in the state of Goiás. The Design program covers visual communication, interaction design, typography, branding, and design methodology — providing the foundational skills applied throughout a career in UX and product design.

LANGUAGES

Portuguese: Native

English: Professional proficiency