

Ingrid Gomes

Senior Product Designer | B2B SaaS | HR Tech | Design Systems

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SUMMARY

Product designer with 8+ years in digital product, 5 of them in enterprise HR tech. I work where products are dense and legacy-heavy (payroll, performance, competency management, recruitment), turning complex, multi-step workflows into interfaces people can use without training. Strong in discovery, information architecture and design systems, with hands-on AI prototyping. Led a small design team and created products from scratch.

EXPERIENCE

Senior Product Designer, Freelance

Remote · Jan 2026 – Present

- Independent product design practice for early-stage products and small teams, focused on B2B SaaS and complex operational workflows.
- Discovery, user research and problem framing; information architecture and end-to-end flow design for data-heavy systems.
- Wireframes, high-fidelity prototypes, design system definition and delivery collaboration with engineering.

Founder & Product Designer, Meu Coanfitrião

Curitiba, PR · Jan 2026 – Present

- Founded a short-term rental co-hosting service; I own the product, brand and operation end to end.
- Designed the service from the property owner's side: qualification flow, onboarding, communication templates and monthly performance reports.
- Built the positioning, brand identity and website (meucoanfitriao.com); run acquisition through paid social.
- Designing a reporting tool for small co-hosts, from discovery to a working prototype built with Figma and Lovable.

LG lugar de gente, enterprise HR software (SaaS)

Remote · Mar 2021 – Jan 2026

Product Designer · Apr 2024 – Jan 2026

- Took ownership of new product initiatives after the UX Lead role was discontinued, working autonomously from discovery to high-fidelity delivery.
- Led the redesign of Goals & OKRs and Competency Management.
- Created two products from scratch: a processing panel to complete and prioritize processes across the whole HR suite, and an HR management maturity assessment, for which I ran desk research, competitor analysis and interviews with customers and former employees of competitors, then designed and tested the screens.

Lead Product Design · Oct 2022 – May 2024

- Led a team of 2 designers and 1 intern.
- Standardized and evolved the design system across 10+ HR products, aligning designers, developers and stakeholders around shared standards for consistency, scalability and accessibility.

UX Designer · Mar 2021 – Oct 2022

- Led research, information architecture and interaction design across the HR platform.
- Redesigned Competency Management, Individual Development Plans and the Report Builder end to end; contributed to Goals & OKRs, Digital Onboarding and Feedback.

Selected work at LG

- **Competency assessment.** The legacy flow was so complex that clients paid an LG consultant to configure their cycles every year. I separated setup from execution and turned configuration into a guided flow in HR's own language. In usability tests, HR analysts set up a full cycle on their own in about 30 minutes.
- **Payroll review.** Reviewing a payroll meant generating the whole run first, which could take from a few hours up to two days. I redesigned review into per-payroll summary screens that can be checked and edited independently, and added an analytics dashboard.

Marketing Analyst, Club Cia Viagens e Vantagens

Goiânia, GO · Aug 2019 – Feb 2021

- Designed cross-brand visual and digital experiences and supported websites and applications through information architecture, wireframing and UX strategy.

Graphic Designer, Wolf Comunicação

Goiânia, GO · Nov 2016 – Nov 2018

- Digital and print pieces for marketing campaigns, videos and website layouts.

Freelance Graphic Designer

Goiânia, GO · Jan 2015 – Aug 2019

- Website layouts, flyers and banners based on client briefings.

EDUCATION

Master's program (lato sensu), Strategic Management in UX Design · ESPM · 2020 – 2022

Bachelor's degree in Design · PUC Goiás · 2012 – 2016

SKILLS

Product design: product discovery, user research, usability testing, Jobs-to-be-Done, information architecture, interaction design, design systems, prototyping, accessibility, service design

Tools: Figma, Figma Make, Lovable (AI prototyping)

Languages: Portuguese (native), English (professional working proficiency)