

CAIO FERMIANO – SENIOR PRODUCT DESIGNER / UX/UI DESIGNER

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SUMMARY

Senior Product Designer and User Experience Designer with +7 years of experience crafting B2C and B2B SaaS products in startups, with focus on user-centered design using AI. I structured, data-informed solutions that address real. Experienced in Mockups/MVP development, user research, A/B testing, and leveraging AI to enhance product experiences. I specialize in building consistent, accessible, and scalable design systems aligned with business goals. Technically skilled in coding with HTML, CSS, JavaScript, Flutter, and Unity, enabling collaboration with developers. Proficient in Figma, Adobe XD, Sketch, and familiar with Agile, Scrum, Kanban, and Lean UX methodologies.

EDUCATION

- **Private College in Business** “Greystone College”, completed in 2025;
- **Post-Graduation in User-Centered Design** “University Positivo”, completed in 2019;
- **Bachelor's Degree in Product Design** “State University Maringá”, completed in 2017;

SKILLS

- **Design Tools:** Figma, Adobe XD, Sketch, InVision, Miro, Figma Jam;
- **Analytics & Management Tools:** Google Analytics, Hotjar, Firebase, Maze, Jira, Airtable, Click Up, Monday, Confluence, Notion;
- **Methodologies & Frameworks:** Design Thinking, Personas Development, User Journey Mapping, Wireframe, Service Blueprint, A/B Testing, Moderated and Un-Moderated Interview, Accessibility (WCAG 2.2), Agile, Double Diamond, Design Sprint, User Flows, Design Systems, Heuristics, Benchmarking, Storytelling, Survey, Card Sorting, UX Writing;
- **Soft Skills:** User-Centered Mindset, Presentation Skills, Stakeholder Communication Skills, Critical Thinking Skills, Collaboration, Manage Multiple Projects, Mentorship, Constructive Feedback, Attention to Detail, Collaboration, Willingness to Learn;

PROFESSIONAL EXPERIENCE

META - SERASA EXPERIAN (Large startup - Payments)

Senior Product Designer

11/2022 - 08/2024

- Designed and delivered the PIX payment experience for over 50 million users, ensuring 100% compliance with Central Bank regulations using AI and fostering strong stakeholder management;
- Conducted A/B tests and qualitative research, increasing product engagement by 10% following product roadmap;
- Structured new Design System components in Flutter, accelerating feature implementation by 30%, ensuring WCAG accessibility compliance and doing User Flows;

- Structured mobile experiences using React Native/Flutter, also creating new components for the Design System with proficiency in Typography, UI, layout, iconography and Prototype;

CONSULTING - (Small startup - 4X Digital, Stefanini Group and Objective)

UX/UI Designer

01/2016 - 05/2024

- Developed AI-driven, mobile-responsive UIs for a B2B Ads platform, enabling automated content and brand asset generation, while enhancing campaign performance through real-time data insights and personalized user experiences;
- Designed enterprise-level B2B and B2C SaaS experiences using user-centered methodologies, delivering high and low-fidelity prototypes in Figma for mobile and desktop platforms;
- Partnered closely with cross-functional teams including developers, product managers, and stakeholders to improve design handoffs, reduce implementation errors by 35%, aligning user flows with technical constraint and versatile design capabilities;

MADEIRAMADEIRA - (Large startup - E-Commerce/Marketplace)

Senior Product Designer

05/2022 - 08/2022

- Built architectural mappings and guided research collaboration improving the 'Add to Cart' flow, increasing the conversion rate by 3%, impacting thousands of customers;
- Led A/B testing, heatmap analysis, conducting qualitative research leveraged user feedbacks, uncovering previously undetected usability issues for mobile first and desktop using Figma/Adobe XD with component libraries;
- Developed high-fidelity prototypes for desktop and mobile applications using Figma for responsive design, guiding brainstorming processes, assisting developers and validating solutions with users;

EBANX - (Large startup – Payments SaaS)

Senior Product Designer

12/2020 - 02/2022

- Led end-to-end product discovery and UX strategy for “Boleto Azul,” a B2B SaaS payment solution serving 5,000+ enterprise clients, including user research, persona development, MVP prototyping, and stakeholder alignment, resulting in increased adoption and measurable revenue growth;
- Structured user journey and mapping of information architecture through blueprint, reducing process understanding and development time following good practices about Human-Computer Interaction;
- Developed accessible SaaS web and mobile interfaces with strong attention to detail and effective Stakeholder management, along with quantitative and qualitative usability tests, increasing the inclusion of users with disabilities;

ACADEMCASA/LIVEFIT - (Small startup - Marketplace)

CEO

06/2020 - 01/2022

- Delivered MVP in one week, coordinating logistics for over 500kg of rented fitness equipment and establishing the first monetization strategy;
- Led go-to-market and growth strategy, boosting SEO visibility by 30% and expanding digital reach through targeted content marketing, social media campaigns, build consensus between partners and conducted user research and feedback loops to iterate on the product enhancements and prioritize user needs in a high-uncertainty environment;
- Supported 2 gyms and 7 independent instructors in retaining revenue during the pandemic, indirectly improving the well-being of over 300 users;

GOEPIK - (Small startup - SaaS)

Product Designer

02/2019 - 09/2020

- Designed and implemented the company's first AI-powered DS, Machine Learning to personalize user experiences and streamline product development across internal squads;
- Planned and conducted market research and benchmarking, providing insights that directed initial strategies for mobile Unity, desktop, aesthetics, augmented reality products, embrace emerging technologies and following project scope;
- Acted as strategic partner in early-stage squads, contributing to design culture, design ops foundation with Design Leadership, developed the entire desktop management UI, including "Process management, workflow creation, scheduling, dashboards, etc;

DDID - (Small startup - Consulting)

Product Designer

01/2018 - 02/2019

- Managed client products across various sectors, from problem conception to final delivery, serving B2B and B2C companies aligning customer research needs with business goals;
- Introduced Design Thinking principles to cross-functional teams, fostering a collaborative environment that accelerated product development cycles by 20% and increased employee engagement;
- Developed new features for Desktop, App, and Mobile First platforms using Figma and Adobe XD, directly impacting over 250,000 users and mapped the information architecture, user journey, working in team cross for complex solutions, with creativity, improving usability and simplifying workflows;

ACHIEVEMENTS / VOLUNTEERING

- **Latincouver (Nov 2024 – Mar 2025):** Mentoring UX juniors designers with Design Process;
- **Interact Health (Sep – Nov 2024):** Development of the first MVP for individuals with chronic pain and mobility challenges in Toronto;
- **Instituto Connect - 2021:** Top 5 among 60 startups selected for incubation and acceleration;
- **Legado Semente - 2020:** Top 7 among 100 social impact startups in Paraná State;
- **Global Game Jam - 2020:** VR game voted best by popular choice among 60 projects;
- **Hackathon NASA - 2019:** Top 5 out of 90 teams, awarded incubation for a social startup;
- **Hackathon Unimed - 2018:** 3rd place among 50 teams with innovative healthcare solutions;