

ROBERTA FERREIRA RAZERA

Product Leader | Product Designer | UX/UI Designer

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PROFESSIONAL SUMMARY

Product Leader and Product Designer with 3 years of experience in B2B/B2C SaaS, specializing in product strategy, user-centered design, and cross-functional leadership. Proven expertise in zero-to-one product development, design systems, customer discovery, and product metrics. Skilled in defining product roadmaps, prioritizing features based on business impact, conducting user research, and delivering products that balance user needs with business objectives. Experienced in wireframing, prototyping, and creating scalable design systems that ensure consistency and usability across platforms. Strong leader in translating strategy into actionable requirements and building alignment across technical and non-technical stakeholders. Advanced English (TOEFL C1) with 3+ years remote work experience in distributed teams.

PROFESSIONAL EXPERIENCE

Product Leader | O Personal Digital

Jun 2025 - January 2026 - 100% Remote

B2B/B2C SaaS platform for fitness professionals - Early-stage startup environment

- Led product strategy and roadmap planning, defining product vision and prioritizing features based on business impact and user needs
- Established product prioritization frameworks (RICE, impact vs effort) to maximize ROI with limited resources and competing priorities
- Conducted market analysis, competitive benchmarking, and opportunity assessment to inform strategic direction and roadmap decisions
- Defined quarterly OKRs and product success metrics to align team around clear objectives and measure progress
- Led deep customer discovery through direct interviews, sales calls, and support ticket analysis to identify highest-impact problems and opportunities
- Challenged assumptions through experimentation and hypothesis testing before committing significant engineering resources
- Validated feature concepts and product direction with customers through concept testing and user interviews
- Gathered and synthesized continuous customer feedback from multiple touchpoints to inform iteration priorities and product decisions
- Collaborated daily with engineering, design, marketing, and leadership teams to translate product strategy into clear execution
- Wrote comprehensive PRDs and requirements documentation communicating product vision, use cases, and success criteria to engineering teams
- Coordinated feature launches across teams, defining positioning, messaging, rollout strategy, and timeline with marketing and product teams
- Built strong feedback loops with customer success and support teams to ensure product improvements addressed real user pain points

- Defined and tracked product metrics (adoption, retention, conversion, engagement) to measure feature impact and product success
- Analyzed user behavior and usage patterns to identify optimization opportunities and prioritize improvements
- Used data-driven insights to validate hypotheses, justify feature investments, and make trade-off decisions with stakeholders
- Communicated product vision, strategy, and updates to both technical and non-technical stakeholders with clarity and conviction
- Presented business cases and product recommendations to leadership team justifying strategic choices and resource allocation
- Built alignment around product direction through regular strategic planning sessions and transparent communication

Product Designer | O Personal Digital

2023 - 2025 (2 years) - 100% Remote | Sole Designer

B2B/B2C SaaS platform for personal trainers and fitness professionals

- Designed and shipped native mobile app from zero including 15+ core screens, 20+ reusable components, and complete design system with style guides, design tokens, and interaction patterns
- Designed trainer tracking dashboard enabling personal trainers to monitor client workout progress (99.6% user satisfaction: 642 'excellent' + 40 'good' + 3 'poor' ratings)
- Designed personal marketplace feature allowing trainers to sell products and services within platform (wireframes, flows, mockups, interactive prototypes)
- Led complete redesign of platform onboarding, optimizing user flows and reducing friction points through user research and iterative testing
- Created and maintained comprehensive design system with reusable components, interaction patterns, and design documentation
- Designed intuitive interaction patterns and user flows for complex multi-step processes across web and mobile platforms
- Developed micro-interactions, animations, and transitions that enhanced user engagement and provided clear feedback
- Created responsive web designs following mobile-first principles, ensuring seamless experiences across all devices and screen sizes
- Optimized platform tour for improved feature discovery, ensuring users understand key capabilities
- Designed post-workout share feature enabling users to share personalized workout summaries on social media (increased platform visibility and engagement)
- Designed OPD Academy content hub featuring webinar library with organized taxonomy and easy navigation
- Created annual retrospective screens for trainer and student apps providing personalized data visualization insights
- Designed progressive frequency tracking views (weekly, monthly, annual) providing users with different temporal perspectives on activity data
- Conducted qualitative research including user interviews, contextual inquiries, and observational studies to uncover user needs and pain points
- Performed usability testing sessions with both personal trainers and end users, analyzing findings and translating into actionable improvements
- Created user personas, journey maps, and empathy maps based on research findings to guide design decisions

- Conducted user satisfaction research to identify pain points and validation opportunities
- Led product discovery research and wireframes for new features including multimodalities, gamification with ranking systems, and B2C app for independent students
- Collaborated daily with engineers, product/marketing managers, and stakeholders in agile environment (sprint planning, design reviews)
- Communicated design solutions through user flows, wireframes, prototypes, and visual design to demonstrate problem solving
- Worked closely with developers to ensure accurate implementation while maintaining design quality and user experience standards

Designer | Freelance

2021 - 2022

- Designed visual interfaces and identity systems for science communication projects
- Created responsive layouts for different digital platforms with focus on user experience
- Managed complete design projects with attention to detail and clear communication

Designer | Astrotubers

2018 - 2021

- Planned and developed visual content for social media and print materials
- Created consistent visual identity and standardized visual components
- Collaborated with team members with strong sense of responsibility for deliverables

Freelance Designer

2017 - 2021

- Delivered 50+ visual identity and digital interface projects for diverse clients across industries
- Managed multiple projects simultaneously with strong attention to deadlines and client communication
- Applied UX/UI principles to optimize engagement and user satisfaction
- Designed visually compelling social media assets to enhance brand identity and maximize audience engagement.
- Developed scientific illustrations to communicate complex concepts with clarity and visual impact.

CORE COMPETENCIES

Product Strategy & Leadership

- Product Roadmap Planning & Prioritization: RICE framework, impact vs effort, OKR definition and tracking
- Market Analysis & Strategy: Competitive benchmarking, opportunity assessment, go-to-market strategy
- Customer Discovery & Validation: Deep customer interviews, hypothesis testing, feature validation, problem statement definition
- Product Metrics & Analytics: KPI definition, adoption/retention tracking, data-driven decision making, feature impact measurement

Design Skills & Tools

- Figma (Advanced): Components, Auto Layout, variants, interactive prototypes, design systems, collaboration
- Adobe Suite: Illustrator, Photoshop, XD, After Effects
- Design Systems: Building and maintaining scalable design systems with reusable components and documentation
- Interaction Design: Intuitive patterns, micro-interactions, animations, user flows for complex processes

- UI & Visual Design: High-fidelity interfaces, typography, color, hierarchy; responsive & mobile-first design

Research & User Understanding

- Qualitative Research: User interviews, contextual inquiries, observational studies, deep user insights
- Data-Driven Design: Real-time dashboard reviews, user feedback interpretation, engagement metrics, iterative optimization
- Usability Testing: Planning and conducting tests, analyzing findings, identifying improvement opportunities
- User-Centered Design: UCD principles and methodologies throughout product development lifecycle
- User Flows & Journey Mapping: Creating flows, personas, journey maps, empathy maps to guide strategy

Product Development & Leadership

- Zero-to-One Development: Taking products from concept through launch, navigating ambiguity
- Requirements & Documentation: PRD writing, technical specs, design documentation, style guides
- Cross-Functional Leadership: Working with engineering, design, marketing, stakeholders; alignment building
- Agile Methodologies: Sprint planning, backlog management, iterative development, design reviews

EDUCATION

Product Management

Descomplica

August 2024 - March 2026 (In progress)

Master's Degree in Astronomy

University of São Paulo (USP)

2020 - 2022

Bachelor's Degree in Physics: Astrophysics

Federal University of Rio Grande do Sul (UFRGS)

2016 - 2019

Associate Degree in Product Design

Uniftec University Center

2014 - 2016

CERTIFICATIONS & COURSES

- Gemini AI by Google, from Zero to Advanced - Level 1 | Google Cloud Skills Boost | June 2025
- Complete Figma Course - UX UI Design from Basic to Advanced | Udemy | 2023
- Design Thinking: Customer Experience | LinkedIn Learning | June 2023
- Introduction to UX/UI Design | Awari | 2022
- Intensive UI Design Course | Deploy Experience | 2022 (20h)
- UI Figma Workshop | Deploy Experience Brasil | 2022
- TOEFL iBT Certificate | 2020 - CEFR Level C1 (Advanced English)

LANGUAGES

- Portuguese: Native
- English: Advanced (TOEFL CEFR Level C1) - Proficient for effective communication
- Spanish: Intermediate

KEY ATTRIBUTES

- **Sole Designer Mentality:** Full ownership of projects from conception through launch, wearing multiple hats, building from scratch
- **Strategic Thinking:** Ability to balance user needs, business objectives, and technical constraints in product decisions
- **Growth Mindset:** Open to feedback and capable of providing constructive feedback to team members
- **Strong Collaboration:** Collaboration skills and ability to give and receive feedback effectively
- **Excellent Communication:** Written and verbal skills to explain decisions with data and clarity
- **Problem-Solving:** Creative approach to complex challenges with data-driven, user-centered solutions
- **Adaptability:** Thrives in ambiguous, fast-paced environments with rapidly evolving requirements
- **Continuous Learning:** Passionate about staying current with trends, emerging technologies, and best practices