Camila Lacerda

Senior Product Designer

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SUMMARY

Senior Product Designer specialized in scalable product ecosystems, operational optimization, and growth-driven design. With 10+ years of experience across Big Tech and consulting environments, I connect product strategy, user research, and design systems to deliver measurable impact and designing structured hand-off frameworks and automation systems that enable sustainable growth in complex, multi-market environments.

I lead end-to-end product design processes grounded in experimentation, data analysis, and cross-functional alignment, with a strong focus on trust, scalability, and governance. Notably reducing a catalogue processing time from 3 months to 1 week (≈90%), and automating workflows that cut operational effort by up to 70%.

SKILLS

Product Design: End-to-End Product Design, Product Strategy, Information Architecture, Design Systems & Scalable Frameworks, Interaction Design, Design Thinking.

Research & Validation: Qualitative & Quantitative Research, Usability Testing Moderation, Behavioral Analysis, A/B Testing & Experimentation.

Product Operations & Systems: Workflow Automation, Design Operations, Cross-Functional Leadership, Stakeholder Management, Roadmapping & Prioritization, Governance Frameworks.

Analytics & Growth: KPI Definition, Performance Metrics, Product Analytics, Go-to-Market Strategy, Growth Optimization.

Tools: Figma, Lucidchart, Confluence, Asana, Adobe Creative Suite, Flair.AI, Cursor, Lovable.

PROFESSIONAL EXPERIENCE

Senior Product Designer
CI&T, Sao Paulo, BR – Remote   08/2025 to Present
Core Responsibilities:

- Lead end-to-end product design (discovery, wireframes, prototyping, usability testing, A/B validation and hand-off) for complex digital platforms, reducing product catalog processing time from 3 months to 1 week (≈90% reduction)
- Conduct qualitative and quantitative research (interviews, usability testing, behavioral analysis) to identify operational bottlenecks and reduce cross-team rework and improve SLA predictability.
- Partner with Product and Engineering to structure scalable design systems and optimize cross-functional hand-offs, increasing operational efficiency and delivery predictability.
- Architected scalable frameworks integrated into the existing design system, enabling consistent adoption across multiple teams without additional headcount.
- Drove adoption of AI-supported tools and structured automation frameworks with leadership

support, influencing how the team approaches scalability, productivity, and innovation in product development.

Key Technologies and Tools: Figma, Cursor, Lovable, Lucidchart, Confluence, A/B Testing, Design Systems, Usability Testing

Creative Marketing Lead / Digital Marketing
Amazon Devices Brazil, Sao Paulo, BR – On-site   07/2024 to 07/2025
Core Responsibilities:

- Led 10 product launches and 12 major promotional events within 12 months, improving production timelines by 75%.
- Redesigned production workflows using Design Thinking, saving launch cycle time ≈200 operational hours annually while increasing execution capacity during peak events.
- Built scalable Figma template systems that standardized execution, reducing asset production time and enabling 8+ launches to run simultaneously with a lean team.
- Integrated AI-powered automation (Flair.AI) to optimize creative processes and improve global-local alignment.
- Formalized structured hand-off frameworks between design, marketing and product, improving delivery predictability.

Key Technologies and Tools: Figma, Asana, Flair.AI, Workflow Automation, Design Thinking

Art Director
Amazon Devices Brazil, Sao Paulo, BR – On-site   07/2021 to 06/2024
Core Responsibilities:
- Led design strategy and creative operations aligned with global product standards, improving global-to-local execution consistency by 90% YoY
- Led and developed a small multidisciplinary design team (2 designers), improving delivery predictability and strengthening cross-functional collaboration.
- Partnered with Product and Marketing to align customer experience initiatives with GTM priorities, reducing cross-functional rework
- Scaled operations through workflow automation and process standardization, increasing throughput across product launches.
- Leveraged performance metrics and behavioral insights to optimize campaign assets, improving engagement consistency and reducing production rework across GTM cycles.

Key Technologies and Tools: Design Systems, Figma, Adobe Photoshop, Adobe Illustrator, Adobe XD, Workflow Automation, Performance Metrics, Roadmapping

Art Director
Amazon Devices Europe, Luxembourg - LU – On-site   09/2018 to 07/2021
Core Responsibilities:

- Led omnichannel campaigns increasing cross-market asset reuse and reducing localization production effort across 8 EU markets.
- Designed scalable production systems for high-volume launches, reducing manual effort by ≈300 hours per initiative.

- Mapped end-to-end workflows and eliminated operational bottlenecks using Lean methodology, decreasing headcount dependency (2–3 FTE per large project).
- Formalized structured hand-off frameworks between design, marketing and product teams across regions.
- Awarded the Next Level Innovation Award for designing a scalable automation framework adopted across European markets

Key Technologies and Tools: Wrike, Photoshop, Illustrator, Lean Methodology, Workflow Automation

EDUCATION

MBA in Marketing
ESPM – São Paulo, Brazil   2024 to 2025
- **Relevant coursework:** Marketing Strategy, Consumer Behavior, Growth & Performance Metrics, Brand Positioning, Business Analytics.

Master of Arts (MA) in Illustration & Art Direction
Falmouth University – Cornwall, United Kingdom   2020 to 2022
- **Relevant coursework:** Visual Strategy, Concept Development, Creative Direction, Brand Systems, Visual Storytelling. **Thesis:** Gamification as a reading support tool

Extension Program in Digital UX
Pontifícia Universidade Católica de São Paulo (PUC-SP) – São Paulo, Brazil   2017 to 2018
- **Relevant coursework:** User Experience Fundamentals, Usability Testing, Information Architecture, Human-Centered Design.

Bachelor of Arts (BA) in Graphic Design
Centro Universitário Belas Artes – São Paulo, Brazil   2013 to 2017
- **Relevant coursework:** Typography, Interaction Design, Branding Systems, Digital Media, Visual Communication. **Thesis:** UX as a tool for learnings

CERTIFICATES/COURSES

McKinsey Forward Program, McKinsey.org, Global   Dec/ 2025
The Branding Impact in Business, LAJE, Brazil   Mar/ 2025
Customer Experience & Growth, ESPM, Brazil   Jan/ 2025
Rethinking Design Operations, Aprender Design, Brazil   Feb/ 2024

LANGUAGES
Portuguese: Native
English: Fluent (Professional Working Proficiency)
Spanish: Advanced
French: Basic