NAIADE CAPARELLI

SENIOR PRODUCT DESIGNER | FINTECH & BANKING

Criciúma, Santa Catarina, Brazil | UTC-3 | Available for remote work
Italian citizen | EU work authorization
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PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years of product design experience shipping live fintech, banking and e-commerce products for web and mobile. Own design execution end to end, from concept and interactive prototypes to launch and iteration, using Figma and AI tools to simplify complex financial workflows. At Bank Factory, redesigned account opening, increasing conversion by 16% and reducing support requests by 46%.

PROFESSIONAL EXPERIENCE

SENIOR UX/UI DESIGNER

Gamesmart Asia Limited - Dr. Bingo | Hong Kong | Remote | 03/2026 - Present

- Lead end-to-end UX/UI for mobile and desktop player accounts, loyalty, missions, tournaments and rewards, balancing user needs with product requirements.
- Use ChatGPT, Figma AI, Claude and Codex CLI to accelerate ideation, UX writing, interface exploration, documentation and front-end validation.
- Evolve the Design System, documenting components, interaction states and edge cases across wallet balances, VIP levels, promotions and responsible gaming flows.
- Create promotional banners, game visuals, landing-page assets and campaign materials, maintaining a cohesive visual language across product and marketing touchpoints.

SENIOR PRODUCT DESIGNER

Bank Factory - BF Solutions | Remote | 11/2023 - 01/2026 (2 years 3 months)

- Redesigned account-opening steps, fields and validation, increasing conversion by 16%, reducing completion time by approximately four minutes and reducing related support requests by 46%.
- Designed white-label banking apps and B2B back-office workflows for multi-benefit balance management, meal-benefit card distribution, employee registration and editing, and payments; delivered experiences for Natura, Contabilizei and Dock.
- Led five-day discovery initiatives combining user interviews, analytics, customer support feedback, business requirements and technical constraints.
- Translated research and funnel findings into prioritized opportunities, journey improvements, prototypes and validated design recommendations with Product and Engineering.
- Built and evolved a token-based Design System with Figma Variables, Auto Layout, components, variants and documentation.

UX/UI DESIGNER

Level Up LATAM | Remote | 02/2022 - 11/2023

- Increased checkout completion by 2.4% by using behavioral analytics, benchmarking and heuristic evaluation to identify friction and conversion opportunities.
- Designed responsive e-commerce experiences across desktop and mobile, focusing on purchase, checkout and payment selection journeys.
- Turned findings into user journeys, wireframes, prototypes and high-fidelity interfaces, testing and iterating with Product, Engineering and Marketing.
- Reorganized reusable Design System components and interaction patterns; supported handoff, implementation review and design QA.

UX/UI DESIGN MENTOR

Cubos Academy | Remote | 02/2023 - 06/2023

- Mentored eight UX/UI students through daily sessions over four months, covering research, information architecture, flows, prototyping, usability testing and metrics.
- Reviewed design work and facilitated workshops on usability, interaction design, visual hierarchy and evidence-based design rationale.

FREELANCE UX/UI & VISUAL DESIGNER

Fiverr and direct clients | Remote | 02/2018 - 11/2022

- Designed websites, digital interfaces and e-commerce experiences for international clients, translating brand direction into visual layouts, prototypes and implementation-ready designs.
- Managed scope, priorities, client communication and feedback independently, collaborating with developers to deliver feasible solutions.

FEATURED PROJECTS

CLARIO

Founder & Product Designer | Independent AI product

- Designed a product that turns Play Store reviews into structured themes and actionable product insights, making large volumes of qualitative feedback easier to explore.
- Owned the experience from data input and AI analysis to clustering, synthesis and presentation of findings; created flows, interaction models and prototypes.
- Used AI-assisted tools during product definition, prototyping and development exploration.

SKILLS

Product design: End-to-end design execution, discovery, information architecture, user journeys, wireframes, interaction design, high-fidelity UI, prototyping and interactive prototypes.

Visual design: Typography, composition, color, visual hierarchy, responsive layouts and brand-aligned interfaces.

Fintech: Account opening, onboarding, payments, checkout, balance management, white-label banking apps and B2B back-office workflows.

Figma and AI tools: Figma, Figma AI, FigJam, Claude, ChatGPT and Codex CLI; AI-assisted ideation, prototyping and UX writing.

Design systems: Design tokens, Figma Variables, Auto Layout, components, variants, shared libraries and documentation.

Research and data: User interviews, usability testing, heuristic evaluation, funnel analysis, behavioral insights, GA4 and Maze.

Collaboration and delivery: Product, Engineering and business stakeholders; engineering handoff, implementation review, design QA, HTML, CSS, JavaScript familiarity, GitHub, Jira, Notion and Miro.

EDUCATION

Bachelor's Degree in Digital Media Communication
Universidade Federal da Paraíba (UFPB), Brazil | 2013 - 2017

CERTIFICATIONS

UX Metrics 2.0 Product Analytics - Pumpkin Metrics | 07/2024
Design Handoff: Documenting Project Delivery - Alura | 12/2022
Google Analytics 4: Implementation and Reports - Alura | 12/2022
UX Strategy: Divergence and Convergence of Ideas - Alura | 09/2022
Figma: Design System Development - Alura | 08/2022
Product Design - Gama Academy | 08/2021

LANGUAGES

Portuguese: Native | English: Advanced - Professional working proficiency