Caroline Toscano

Senior Product Designer | Growth · Design Systems · AI

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Summary

Senior Product Designer who turns underperforming live products into growth levers: +275% in sales at 77Sol, +90% in fueling transactions at Raízen/Shell Box and ~80% higher engagement at FTD Educação.

5+ years in digital product design across edtech, fintech, B2B energy, gaming and e-commerce, after 4 years in graphic design. I have built or evolved Design Systems at four companies, including one adopted by every product squad across Latin America at Raízen. I combine user research, consumer neuroscience and AI-powered prototyping to validate ideas faster and hand off to engineering with less rework.

Skills

- **Product & Growth:** product discovery, user journeys, CRO and conversion funnels, A/B testing, onboarding and activation, behavioral design, product analytics, B2B and B2C, SaaS
- **Design Systems & UI:** component libraries, design tokens, multi-squad governance, accessibility (WCAG), responsive web and mobile (iOS/Android), high-fidelity prototyping
- **Research:** user interviews, behavioral personas, usability testing, information architecture
- **Collaboration:** cross-functional work with PM and engineering, design handoff, stakeholder alignment
- **AI for Product:** AI prototyping, MCP integrations, AI-assisted coding, prompt engineering
- **Tools:** Figma, Figma Make, Cursor, Claude, Amplitude, Hotjar, Clarity, Maze, Jira

Professional Experience

Senior Product Designer — FTD Educação | Apr 2026 – Present

- Led the end-to-end redesign of a live online consulting platform for teachers, focused on onboarding and completion of core tasks.

- Increased engagement by ~80% (core tasks completed) within 2 months of launch, compared to the previous platform.
- Built a Design System from scratch, adopted by two product squads, speeding up screen creation and delivery.

Senior Product Designer — Origin | Feb 2025 – Apr 2026

- Led the redesign of the app and its categorization and bank integration features, increasing paying users by 35% in 3 months.
- The redesigned product was part of the pitch that helped the company raise US$1.5M in investment.
- Evolved the multi-squad Design System: audited component coverage, closed critical gaps and removed UI inconsistencies across products.

Senior Product Designer — 77Sol | Mar 2023 – Feb 2025

- Led end-to-end design of a live B2B platform for purchasing and financing solar energy systems that had low conversion.
- Redesigned the equipment purchase and proposal review flow; together with a new banking integration, the launch grew sales by 275% in 6 months.
- Ran 6 months of user research and built behavioral personas, profile segmentation and conversion-optimized flows.
- Created the Design System foundation and responsive templates for web and mobile.

Senior Product Designer (Contractor, concurrent) — Raízen / Shell Box | Jan 2023 – Feb 2024

- Designed the Shell Box Clube loyalty app with gamified fueling, increasing fueling transactions by 90% within 1.5 months of launch.
- Built and scaled a unified Design System adopted by every product squad across Latin America.

Product Designer — Gamers Club | Dec 2021 – Sep 2022

- Growth team of a competitive CS:GO platform, focused on subscriptions, retention, acquisition and revenue.
- Redesigned the plans page around what players value most and rebuilt the checkout flow from scratch, increasing subscriptions by 32% in 2 months.
- Designed new acquisition channels: the Tournaments and Warm-up Servers experiences.

UX/UI Designer — Menina Shoes | Mar 2021 – Sep 2021

- Redesigned the purchase journey of an e-commerce app with high checkout abandonment, increasing sales by 54% in 3 months.

- Defined product personas and used them to guide decisions on the new journey.

Earlier and contract work

- Civi, Product Design Specialist (Oct 2022 – Jan 2023): led user research whose insights shaped the company's product strategy pivot.
- Lulo, Senior Product Designer (Aug – Sep 2022): designed Flexland, a peer-to-peer blockchain web app.
- Zappts, UX/UI Designer (Sep – Dec 2021): designed back-office dashboards for Bradesco and a pharmaceutical company.
- Graphic Designer for retail brands (2017 – 2020): visual identities, typography systems and digital assets.

Education

- **MBA in Neuroscience, Consumer Behavior and Marketing** — PUC-RS | Completed Jan 2026
- **Bachelor's Degree in Graphic Design** — Universidade Anhembi Morumbi | 2021 – 2022

Languages

Portuguese (native) · English (fluent, C2) · Spanish (basic)