

Vanessa Costa

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Contractor: Remote-First



SENIOR SERVICE & PRODUCT DESIGNER

Senior Service & Product Designer with 10+ years of experience designing end-to-end digital products and services for startups, consultancies, and enterprises, mainly in finance, insurance, and AI-driven environments. Strong background in service design, product discovery, and innovation, translating complex strategies into scalable solutions. Passionate about balancing user needs, business impact, and technical feasibility.

UX Strategy | Service Design | Design Systems | UI Design | AI-Driven Innovation | Product Discovery

EXPERIENCE

SENIOR PRODUCT DESIGNER

June/2025 - October/2025

Grupo Aval (Freelancer), Remote (Colombia) One of Colombia's largest financial conglomerates operating major banks such as Banco de Bogotá, Banco de Occidente, Banco Popular, and Banco AV Villas. Designed a financial dashboard integrated with ICBS SaaS, improving data access and team performance by 30%.

- Translated complex financial systems into clear user flows, information architecture, and wireframes to support scalable product decisions.
- Facilitated co-design sessions and stakeholder workshops aligning business, design, and engineering.
- Contributed to component foundations and design tokens to ensure long-term product consistency.

SENIOR PRODUCT DESIGNER

March/2025 – June/2025

MetaverseME! (Freelancer), Hibryd (Malta) European AI & metaverse startup focused on immersive digital identity. Defined the visual and strategic foundation of the Avatar ME! App, setting a clear design direction aligned with existing functionalities.

- Created a token-based design system for Unity, enabling scalable and future-ready immersive experiences.
- Used AI tools for concept visualization and creative exploration under tight deadlines.
- Delivered comprehensive documentation to support future experience evolution and maintain design alignment.

SENIOR PRODUCT DESIGNER AND INNOVATION

February/2024 – March/2025

Blip, Remote (Brazil and Spain) Blip is one of Brazil's Conversational AI platform processing 1B+ messages monthly in Latin America and Europe. Led UX strategy and product discovery initiatives at the Innovation Lab, applying experimentation and PoC-based validation.

- Designed Blip Commerce, a scalable payment and authentication experience within conversational ecosystems.
- Facilitated cross-functional collaboration through usability tests and interviews.
- Built responsive interfaces and MFE-based design system components supporting future product growth.
- Delivered measurable impact: R\$1.4M revenue recovery, 300% ROI, 625h saved/month.

SENIOR SERVICE & PRODUCT DESIGNER

May/2021 – December/2023

Zup Innovation, Remote (Brazil) Tech and innovation company building digital products for Itaú Bank (60M+ clients). Planned and executed discovery and delivery phases for strategic products, applying human-centered design practices.

- Redesigned Itaú CGInvest app, improving end-to-end journeys and increasing digital sales by 15%.
- Facilitated workshops and created journeys, flows, and prototypes using Figma, Maze, Miro, and Dovetail.
- Contributed to a modular Design System, enabling scalable delivery across multidisciplinary teams.

SENIOR PRODUCT DESIGNER

November/2020 – May/2021

Invillia, Remote (Brazil) Global innovation company for enterprise clients in LATAM and Europe. Delivered end-to-end UX and UI design for mature products such as UOL (media) and GuiaBolso (first fintech in open finance in Brazil).

- Built the VirtUOL Design System, reducing development time by 30%.
- Redesigned GuiaBolso's interface, improving conversion by 20% and usability by 35%.

- Applied mixed-method research to inform experience decisions and product evolution.

UX / UI DESIGNER

August/2018 – October/2020

AEGON BRAZIL, Hibryd (Brazil) Brazil's oldest life insurance company, with nearly 200 years of history. It is part of the Aegon Group, a multinational life insurance and pension company in the Netherlands. Led the Designed Strategic Retention System (IMA) using CLV & sentiment analysis (ML).

- Delivered a concierge MVP via WhatsApp, visualizing end-to-end service interactions and achieving 38% customer retention.
- Collaborated across marketing, data, and tech teams to shape scalable service and product frameworks.
- Improved operational efficiency while promoting a strong product-thinking culture across teams.

PRODUCT DESIGNER

October/2016 – July/2018

SPOT METRICS, Presencial (Brazil) Retail intelligence startup turned data-driven CRM platform for offline retail. Managed the Design area, defining processes and mentoring interns.

- Designed the Spot CRM Platform, enabling real-time consumer insights and experience decisions.
- Conducted user research and competitive analysis to identify opportunity areas.
- Validated MVP via Wizard of Oz testing, leading to company expansion (60K+ stores, 55M users).

EDUCATION

Postgraduate in UX Design & Digital Marketing, ESPM, Rio de Janeiro/Brazil.	Jan/2018 – Dez/2020
Bachelor of Social Communication, ECDD, Rio de Janeiro/Brazil.	Jun/2019 – (Incomplete)
Degree in Graphic Design with a Digital Focus, INFNET, Rio de Janeiro/Brazil.	Jan/2013 – Dez/2016
Technical High School in Advertising, CAEL, Rio de Janeiro/Brazil.	Jan/2006 – Dez/2009

LANGUAGES

Portuguese (Native) | English (Full Professional Proficiency) | Spanish (Full Professional Proficiency)

COURSES

Generative AI - MIT Technology Review Brazil	October/2024 (8h)
Digital Product Strategy	January/2022 (8h)
Design System & Ops	May/2021 (14h)
Product Manager	Aug 2020 (10h)
How to Apply Usability Testing for Product Validation	Nov 2019 (8h)
Qualitative UX Research	Feb 2019 (8h)
Lead: Fundamentals of Good Leadership	Nov 2016 (3h)
Web Development	Oct 2015 (40h)
Design Thinking Experience	Mar 2015 (24h)

SKILLS & TOOLS

Tools & Technologies: Experienced with **Research & Insights** platforms such as Dovetail, Gemini, Microsoft Teams, Maze, Hotjar, Typeform, and Google Forms; proficient in **Design & Prototyping** using Figma, Adobe Suite, Miro, Mural, UX Pilot, V0 by Vercel, Framer AI, and Uizard. Skilled in **Artificial Intelligence & Automation** tools including ChatGPT (prompt engineering), Layer.ai, MidJourney, DALL-E, Otter.ai, and Fireflies. Strong background in **Metrics & Data Analysis** with Google Analytics, Mixpanel, Firebase, and Amplitude, as well as **Agile Collaboration & Documentation** through Jira, Asana, Azure DevOps, ZeroHeight, and Storybook.