Aline Assis

Senior Product Designer | Strategy, Craft & Technical Leadership in Design

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Summary

Get to the bottom of the problem and find the right data.

17 years in design, from visual to product, working end to end: I investigate the problem, run discovery, design the solution, validate it with evidence and follow the outcome after launch. I have worked across B2B platforms, financial services and insurance, design systems and large-scale graphic projects, a breadth that lets me immerse myself in an unfamiliar context quickly and recognize what actually matters.

I partner directly with GPMs, managers and C-level stakeholders, translating design opportunities into business priorities and negotiating scope with evidence in hand. Since 2019 I have also supported other designers' technical development, through critiques, mentoring and 1:1s with Figma open. I use AI throughout the process, with rigor, from analysis to prototyping and facilitation.

Experience

Product Designer Specialist (Senior) — Reclame AQUI

Oct 2024 – Mar 2026 · São Paulo · Brazil's largest consumer reputation and complaint platform

- **Diagnosis & strategy:** Ran the B2B tribe's diagnosis single-handedly, presented to the executive board and the product org, and then the squad product's own diagnosis: interviews, consolidation of scattered data and conversations with every adjacent area. It produced the value-proposition analysis that became the basis for the squad's strategy and KRs.
- **Data & experimentation:** Established activation metric tracking and the squad's testing infrastructure, with experiments run behind feature flags, including applying generative AI to one stage of the flow.
- **Discovery & redesign:** Redesigned journeys in the logged-in area from usage and support-ticket data, including the flow that was the first in the company to ship on the new design system.
- **B2B ecosystem investigation:** Led the diagnosis for unifying the fragmented B2B ecosystem, with interviews, research across distinct user bases and co-creation

with leadership from across the company. Created an AI-assisted design sprint format to fit leadership calendars and led most of the presentation to the executive board. The diagnosis was consolidated and shared with the squads and areas involved, who used it in their own strategic decisions.
- **Technical design leadership:** Tribe and design foundation specialist, supporting B2B strategic initiatives and running the design critique practice.

Product Designer Specialist (Senior) — Youse Seguros

Jul 2021 – Jul 2024 · São Paulo · Digital insurance platform

- **Conversion & experimentation:** Identified opportunities across the purchase journeys, defined hypotheses, designed and iterated A/B tests and tracked outcomes in production. Also investigated WhatsApp as a new acquisition channel, from lead-distribution rules across channels to compliance requirements.
- **Applied research:** Designed instruments that collected evidence and intervened in the flow at the same time, steering the squad's prioritization.
- **Metrics & instrumentation:** Diagnosed the company's experience-measurement gap, with eleven squads and projects mapped and most metrics missing or insufficient, and defined the tracking model, the tagging flow and the responsibilities across Design, Product, Analytics, BI and Engineering.
- **Facilitation:** Created and ran the company's design labs, three-day immersions with 20+ participants from every area and from the parent group, and acted as specialist consultant and co-facilitator on later editions.
- **Technical design leadership:** Owned design on the legacy migration, defining standards alongside engineering, and mentored the team on idea exploration and interface craft.

Lead Product Designer — Concrete Solutions (part of Accenture)

Feb 2021 – Jul 2021 · São Paulo

- **Design chapter:** One of the design chapter's leads, heading the mentoring program that brought the whole chapter together to prepare professionals from other disciplines for a career transition into design.
- **Technical design leadership:** Mentored designers across financial product squads, supporting decisions on flows, components and strategy.
- **Accessibility:** The team's reference on the topic, given the client's strict standards and my front-end background, spreading the practice among designers and developers.

Senior Product Designer — Concrete Solutions (part of Accenture)

Jul 2019 – Feb 2021 · São Paulo · Design system and financial products at Itaú, Latin America's largest private bank

- **Design system as a product:** Researched how designers and developers used the component library day to day and rebuilt the core UI kit, which every other library depended on, treating internal teams as its user base.
- **Training & adoption:** Structured and ran the adoption training for 200 participants across design, technology and business, from the client and its partners.
- **Technical collaboration:** Worked with Product, Engineering and Accessibility on the system's structure, versioning and contribution model.

Earlier experience

Independent Designer & Project Lead — assisdesign · 2011 – 2019 Complete digital projects for 200+ clients in Brazil and abroad, coordinating teams of up to three. The work shifted over time to WordPress sites, with theme and front-end built by me, from briefing and scope through information architecture, wireframes, design, implementation and QA.

Visual Designer — Balich Worldwide Shows · Milan and Ashgabat · 2017 Opening Ceremony of the Asian Indoor and Martial Arts Games (AIMAG): graphic materials and presentations built from creative direction and brandbooks, coordinating 2D and 3D illustrator deliveries.

Graphic Department Coordinator — Cerimônias Cariocas 2016 · Rio de Janeiro · 2015 – 2016 A consortium of Balich Worldwide Shows / Filmmaster and SRCOM formed for the Rio 2016 Olympic Opening and Closing Ceremonies. Coordinated the team's deliveries, connecting artistic direction, visual identity and the needs of multiple production areas.

Graphic Designer — Jair de Souza Design · Rio de Janeiro · 2009 – 2011 Internship and first junior role at one of the city's most respected studios. Worked as an assistant on exhibition design projects and visual identity pitches: Museu de Arte do Rio, Museu do Futebol, Museu do Amanhã.

Education

- **EDIT Lisbon** — UI/UX Design & Development · 2012 – 2013
- **PUC-Rio** — Postgraduate, Web Design · 2011 – 2012
- **ESPM-Rio** — BA in Design, Visual Communication & Marketing · 2006 – 2009
- Workshops: UX Writing Foundations (EDIT, 2022) · User Experience (Mergo, 2019)

Skills

Discovery & research · Conversion optimization & A/B testing · Onboarding & activation · Design systems · Accessibility · Journey mapping · Prototyping · Data analysis · Generative AI in design workflows · Design critique & mentoring · Facilitation · Figma · HTML and CSS

Languages: Portuguese (native) · English (full professional)