

ALLANA FERREIRA

Senior Product Designer

Miami, FL (754) 244-4345 allanacpferreira@gmail.com [linkedin.com/in/allanacpferreira](https://www.linkedin.com/in/allanacpferreira) allanaferreira.com

SUMMARY

Senior Product Designer with 7+ years of experience leading end-to-end design across fintech, retail, and transportation. Skilled in translating complex user research into intuitive, accessible product experiences from native mobile apps to enterprise SaaS tools. Early adopter of AI design workflows, using tools like UX Pilot, Figma Make, and generative AI to accelerate prototyping and deliver live demos to clients. Proven collaborator with cross-functional teams, including Product, Engineering, and business stakeholders. Brings a human-centered, systems-thinking approach and a track record of delivering measurable operational impact.

EXPERIENCE

Sr. Experience Designer | ThoughtWorks

2022-2026

AI Initiatives (2026)

- Designed with AI tools like UX Pilot and Figma Make to rapidly iterate prototypes, compressing feedback cycles and accelerating stakeholder alignment.
- Used Replit to vibe-code live product demos, enabling potential clients to experience real working prototypes and increase sales and new engagements.

Client: Kroger (2023 – 2025)

- Designed an end-to-end internal automation tool (Figma + Mural) that reduced the operations team's weekly workload by ~90%, from 10 hours to under 1 hour.
- Led 30+ user interviews with Category Managers, ASPs, and Buyers to drive a major system migration; synthesized insights into Journey Maps across 6 Fresh Categories (Beef, Poultry, Seafood, and more) to align stakeholders on process improvements.
- Partnered with Product Managers and Tech Leads to define OKRs, MVP scope, and product roadmaps, ensuring design decisions were grounded in business strategy.
- Produced comprehensive data-flow documentation in Mural, mapping legacy-to-new system integrations and establishing clear support engagement protocols.

Client: First Student (2022 – 2023)

- Conducted in-person and remote research (interviews, focus groups, think-aloud usability studies) to uncover driver and provider needs and inform product direction.
- Led workshops with clients and stakeholders to define problem spaces, explore solutions, and align on roadmap priorities based on research findings.
- Owned the Onboarding domain UX/UI across a native mobile app (Android & iOS), a responsive web portal for Transportation Providers, and an internal admin tool, building and managing all Figma design system components throughout.

UX Team Lead | Safrapay (Safra National Bank)

2021 – 2022

- Managed multiple simultaneous research and design initiatives across payments, digital banking, and credit products on mobile and web platforms.
- Led accessibility audit engagement: contracting the auditor and coordinating remediation with developers and the UX team to meet compliance standards.
- Served as design advocate across legal, compliance, product, engineering, and customer support teams, ensuring user needs were represented at every stage.

UX Designer | Safrapay (Safra National Bank)

2019 – 2021

- Led the design of a B2B SaaS ISO Portal — conducting user interviews to define personas, then delivering flows, wireframes, and high-fidelity prototypes aligned to the brand and design system.
- Coordinated with third-party agencies to launch the company's first banking app, overseeing design for Debit and Credit Card experiences.
- Contributed to early-stage research activities including on-site interviews, focus groups, usability studies, and LUMA/Google Design Sprint workshops.

SKILLS

User Research & Synthesis • Interaction Design • Usability Testing • Accessibility (WCAG) • Information Architecture • Prototyping • Journey Mapping • Design Systems • Workshop Facilitation • Stakeholder Collaboration • OKR & Roadmap Definition • AI Experience Design

TOOLS

Figma • Figma Make • UX Pilot • Mural • Miro • Dovetail • UserTesting • Userlytics • Replit • Generative AI (ChatGPT, Claude, Gemini, Copilot)

EDUCATION & CERTIFICATIONS

Designing AI Experiences — Nielsen Norman Group (Certification)	2025
Designing Complex Apps for Specialized Domains — Nielsen Norman Group (Certification)	2025
Human-Centered Design Practitioner — LUMA Institute (Certification)	2023
Digital Transformation in Financial Services — CBS / Coursera (Specialization)	2021
UX/UI Design Certificate — Ironhack, Miami. 400hr In-Person, Uber Scholarship Winner	2018
Mechanical Engineering, B.S. — Universidade Federal de Pernambuco, Brazil	2012–2017