Karolina Japp Capanema Andrade
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Professional Profile

Strategic Product Designer with 5+ years of experience in Experience & Interface, Service Design and Digital Innovation.

Building businesses for a world in transition & transforming complex challenges into intuitive and scalable solutions.

Skills

Design & Strategy Design Systems • User Research • Information Architecture • Prototyping (Figma)

Techniques & Tools (HTML/CSS) • Project Management • Figma • Google Analytics • Confluence • Maze

Soft Skills Collaborative Leadership • Communication • Cultural Adaptation • Conflict Resolution • Storytelling for Stakeholders • End-to-End Responsibility • International Vision • Systems Thinking

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Education

Postgraduate Diploma in Product Management and Service Engineering (MBA)
Polytechnic School of USP • Jan 2025 – Feb 2027

Bachelor of Design
Pontifical Catholic University of Paraná (PUCPR) • Jan 2019 – Dec 2022

Professional experience

Product Designer III
DataEX (Consulting allocated to the CCR Group) • Sep 2024 – Current • Remote
- Design consultancy allocated to the CCR Group, developing customer-focused digital products for mobility solutions.
- Collaboration on UX/UI design, user research, and product strategy for cross-functional teams.

Product Designer II
Try Consultoria • Sep 2021 – Sep 2024 • São Paulo
- Expertise in user-centered design projects for clients such as Nubank, Gympass, Omie, Magazine Luiza, Banco Itaú and Grupo CCR.
- Allocation as an external design consultant in the CCR Group's Technology Team (1 year), driving digital product development and team governance.

Product Designer JR
Sisand • Feb 2021 – Aug 2021 • Curitiba
- Design of interfaces and experiences for ERP systems in automotive/retail customers, such as Mercado Libre, Honda and Renault.
- Optimization of workflows and integration of third-party services.

Intern Product Designer
BRF • Aug 2020 – Feb 2021 • Curitiba
- Development of communication and conversational design projects, including chatbot systems for internal operations.
- Conducting user research and usability testing.

Languages

Portuguese
Fluent

English
Fluent [Cambridge Certification]
*** Currently in conversational English classes with a focus on professional purposes.*

Spanish
Basic