

Caroline Pinto

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Design Lead

Based in Brazil 🇧🇷 with 13 years of experience, I'm a Design Lead with expertise in systems thinking and craft, managing 20 designers at a consultancy. I drive hiring, talent development, and client partnerships, focusing on thoughtful, scalable, and accessible product experiences from strategy to design systems. Accessibility is a fundamental aspect of my design philosophy.

Work Experiences

Ravn

Remote — American Fork, UT

Design Lead · Dec 2025 — Now

- Lead a 20-person design org — establishing structure, career tracks, hiring pipelines, and the rituals that keep a distributed team healthy and high-performing.
- Shaped how design operates at the company level: defined role documentation, IC and leadership career ladders, performance frameworks, and a quarterly health check system.
- Drive strategic design decisions across client engagements, translating ambiguous briefs into clear product direction and measurable outcomes.
- Champion accessibility and systems thinking as non-negotiables — not afterthoughts — across every project the team ships.

Lead Product Designer · Mar 2025 — Dec 2025

- Owned UX and UI end-to-end across multiple concurrent client projects — adapting quickly to new problem spaces, constraints, and teams without losing craft or quality.
- Audited and evolved design systems for client products, surfacing inconsistencies and defining actionable improvements that reduced design debt and sped up delivery.
- Became the connective tissue between design, engineering, and product — translating decisions clearly across disciplines and keeping implementation honest.

Senior Product Designer at SmartProperty

2023 — 2025

- Partnered directly with the CEO and CTO to lead a full platform redesign — turning user feedback into a coherent product strategy and a significantly improved experience.
- Designed and shipped the company's MVP app from zero, leading research, prototyping, and visual design through to a successful launch.

- Founded and maintained the company's Design System, giving the team a shared language that accelerated delivery and raised the bar on consistency.
- Embedded WCAG accessibility standards into the design process, ensuring every surface met compliance without sacrificing polish.

Senior UI/UX Designer at Simply Staking

2022 — 2023

- Translated complex blockchain concepts into clear, approachable product experiences — making crypto infrastructure legible to a non-technical audience.
- Built and owned the Entrypoint Design System, creating a scalable foundation that unified the product suite and reduced redundant design work.
- Led the full design process across multiple platforms: research, wireframing, high-fidelity prototyping, and visual design — consistently shipping on time and on brief.

Senior Product Designer at Fishtail

2022 — 2023

- Led design for the borrower-facing side of a trade financing platform — owning research, IA, interaction design, and visual execution.
- Navigated a fast-moving, technically complex domain with limited handholding, earning trust from product and engineering through clear communication and strong craft.
- Maintained and evolved the Design System alongside delivery work, keeping quality high without slowing the team down.

Product Designer at Méliuz

2021 — 2022

- Reduced checkout abandonment by 10% by diagnosing persistent UX failures in the payment flow and redesigning the experience from the ground up.
- Led design for Méliuz's open banking initiative — one of the most strategically important projects in the squad — collaborating across research, engineering, and UX writing.
- Operated in one of Brazil's fastest-growing fintechs, shipping high-impact work at pace while maintaining a high standard of craft and accessibility.

UI/UX Designer at Ilegra

2021 — 2021

- Delivered user-centered design for Zenvia and Ailos, translating client briefs into polished, research-backed product experiences.
- Contributed to the development of Brazil's open banking UX guidelines — work with industry-wide impact beyond any single project.

UI/UX Designer at Prodigious

2020 — 2021

- Designed digital products for Honda, Toyota, Bradesco, and Vivo — building fluency in large-scale brand environments with high standards and tight timelines.
- Mentored and supervised interns, developing an early instinct for giving feedback that raises the work without undermining the person.

Skills

Design Product Strategy · UX Research · Interaction Design · Visual Design · Accessibility (WCAG) · Prototyping

Systems Design Systems · Component Libraries · Tokens · Documentation · Design Ops

Leadership Team Management · Mentoring · Hiring · Performance Reviews · 1:1 Frameworks

Tools Figma · FigJam · Maze · Notion · Outline · Jira · Lucid

AI Claude · ChatGPT · Midjourney · Perplexity · NotebookLM · Pencil · Cursor

Languages Portuguese (Native) · English (Full Professional)

Education

Post Graduate in UX Design at PUCRS

2025 — Now

Tech Degree in Graphic Design

2020 — 2022