BIANCA | SENIOR PRODUCT DESIGNER

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Hello! I'm Bianca, a product designer who turns complex business problems into clear, revenue-driving experiences.

Product designer with 8+ years of experience and a Bachelor's in Graphic Design from the Federal University of Pelotas. For the past three years, I've been a product designer across the Revenue and Talent Acquisition domains at Power Home Remodeling, a US home improvement company, partnering directly with VPs to shape strategy and ship tools that helped the business beat its revenue goals every year.

¶ EXPERIENCE

October 2023 to Present

Product Designer

Power Home Remodeling, Philadelphia, Pennsylvania, USA

Product designer across the Revenue and Talent Acquisition domains at Power Home Remodeling, No. 3 on Qualified Remodeler's 2026 Top 500 with $1.78B in remodeling revenue in 2025. I partner with VPs and Regional VPs to design internal tools on the Nitro platform with the Playbook design system, supporting teams that beat every annual revenue goal.

- Redesigned and expanded 4 map strategy tools that layer demographic data to guide business expansion and senior VP decisions
- Designed mobile and iPad maps used by 1,000+ field team members, including Customer Development Representatives, Remodeling Consultants and Install Partners
- Designed Customer Development dashboards for Regional VPs and leadership, scaling individual performance views into team insights across 4 levels
- Designed Talent Acquisition dashboards tracking recruiter performance, candidate progression and interviews
- Designed workforce planning, territory management and training tools, including admin workflows
- Prototyped in Figma and with AI to explore solutions and speed up stakeholder decisions
- Built components to expand Playbook, a large design system used across many product teams
- Traveled to the US 7 times to present work, run collaboration sessions and shadow teams
- Onboarded and mentored designers, led learning sessions and was among the first on the team to bring AI into the design process

2021 to 2023

Product Designer

Loja Integrada (VTEX)

Designed and improved ecommerce products for one of Brazil's leading online store platforms.

- Led UX research, data collection and developer handoff in close partnership with engineering
- Translated deep customer knowledge into personalized solutions for store owners
- Contributed to the company's innovation lab

2020 to 2021

UX/UI Designer

Iris Data Driven

Redesigned Iris, a customer relationship and data management platform.

- Ran feedback monitoring and design methods with the team and directly with customers in agile cycles
- Built icons, components and the design system, and owned front end handoff

2018 to 2020

UX/UI Designer

Indeorum

Designed interfaces, user experiences and social media for a data science and IT startup, working directly with clients on large projects to meet their needs through the product.

2017

Design and Book Cataloging

UFPel, Ateliê 103

Handled graphic design and cataloging at the university art center, organizing the collection with the ABNT classification method to enable community book loans.

¶ EDUCATION

2015 to 2018

Federal University of Pelotas

Bachelor's Degree in Graphic Design

¶ SKILLS

- Strategic thinking and business acumen
- Stakeholder and executive communication, 7 trips to the US to present work in person
- Cross functional collaboration
- UX research and user experience, including user interviews, and workshops
- Data dashboards and enterprise tools
- Map strategy tools
- Desktop, Mobile and iPad design, used by 1,000+ field team members
- User interfaces and digital design
- Design systems: building, scaling and implementing complex systems
- Figma
- AI
- AI assisted and fully AI generated design, bringing AI and new tools into the design process
- Wireframes and high fidelity prototyping
- Product specs
- Agile methodologies
- Code knowledge
- Detailed developer handoff, with specs and code snippets
- Mentoring, onboarding and team enablement
- Leading design learning sessions

¶ LANGUAGES

- Portuguese (native)
- English (fluent)
- Spanish (conversational)