Nathy Tanner

Senior Product Designer | Senior UX Designer

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LinkedIn: linkedin.com/in/nathy-tanner/ | **Portfolio:** Nathy Tanner's Portfolio

SUMMARY

Accomplished Product & Growth Designer with 11 years of experience delivering strategic, user-centric solutions for both local and international clients. Skilled in leveraging design methodologies, best practices, and data-driven insights to craft visually compelling interfaces and optimize user experiences. Adept at driving innovation, implementing scalable design processes, and aligning business goals with impactful design strategies to enhance engagement and growth.

PROFESSIONAL EXPERIENCE

PepsiCo - Chicago, USA   **May 2025 – Present**
Position: Senior UX Designer

- Lead UX and UI design for PepsiConnect — the company's global loyalty and engagement platform, driving consistency across international markets.
- Working cross-functionally with product, engineering, legal, and regional stakeholders, I design intuitive and scalable experiences across key journeys.
- Design and optimize end-to-end user flows for bottlers and consumers across forecasting, ordering, and reward redemption, supporting global expansion of PepsiConnect through localized yet consistent UX design.
- Conduct empathy sessions and co-design workshops to align business needs with user expectations.
- Partner with legal teams to design compliant user experiences for global deployments.
- Improved forecast-to-order flow usability for bottlers, reducing friction and increasing adoption.

OM30 - São Paulo, Brazil   **Apr 2024 – May 2025 (Project)**
Position: Design Lead

- Lead the design team throughout the discovery and delivery stages, ensuring a user-centered approach to problem-solving.
- Oversee the maintenance and evolution of the design system, implementing DesignOps best practices to improve efficiency, collaboration, and scalability.
- Identify opportunities for new revenue streams and value propositions, contributing to business growth and market expansion through enhanced user experiences.
- Drive adherence, satisfaction, and trust among users and customers by refining design and usability.
- Collaborate with business, engineering, and technology teams to mitigate risks of

technological obsolescence, reduce maintenance costs, and improve system performance through scalable and modular design solutions.
- Conduct usability testing and leverage research-driven insights to ensure that design solutions resonate with end-users and drive engagement.
- Combine research, design processes, and user feedback to craft visually compelling and user-centric solutions that enhance accessibility and inclusivity.

Bradesco Global Solutions - São Paulo, Brazil   **Jun 2024 – (Project)**
Position: Senior UX Designer

- Leading the development of innovative design solutions tailored for investment products serving international legal entities.
- Driving the creation of impactful solutions, ensuring optimal outcomes by aligning with the team's objectives and current business context.
- Identifying and strategically prioritizing solution hypotheses, focusing on maximizing direct impact on key performance metrics.
- Leveraging Figma and Miro to design visually compelling, user-centric solutions that align with client needs and industry best practices.

Bradesco Financiamentos - São Paulo, Brazil   **Ago 2023 – Jun 2024 (Project)**
Position: Senior UX Designer

- Leading the development of innovative design solutions tailored for vehicle financing, enhancing user experiences and operational efficiency.
- Driving the end-to-end delivery of the Pre-payment service, unifying flows into a single portal, reducing costs, and minimizing third-party dependencies.
- Identifying and strategically prioritizing solution hypotheses, ensuring direct impact on key performance metrics and business goals.
- Utilizing Figma and Miro to design visually compelling, user-centric solutions, aligning with client needs, industry standards, and design best practices.

Claro Brasil - São Paulo, Brazil   **Mar 2023 – June 2025**
Position: Senior UX Designer

- Leading the development of innovative design solutions for telecommunications clients, consistently delivering high-impact outcomes aligned with business objectives.
- Driving user engagement, having successfully increased website access by 30% through strategic design enhancements and data-driven decision-making.
- Conducting usability testing via Microsoft Teams, ensuring design solutions resonate with end-users and provide a seamless user experience.
- Applying an experimental approach, utilizing the scientific method and A/B testing (Hotjar) to assess and refine released solutions.
- Identifying and prioritizing solution hypotheses, focusing on direct impact on key performance metrics and business goals.
- Enhancing product value through continuous experimentation, embracing an iterative release-to-learn approach for ongoing user experience improvements.
- Adhering to Double Diamond and Design Thinking methodologies, while leveraging Scrum/Agile and Kanban frameworks for efficient project execution and collaboration.
- Utilizing Figma and Miro to design visually compelling, user-centric interfaces, aligned

with industry best practices and client needs.
- Leveraging Power BI dashboards to extract data-driven insights, guiding strategic design decisions and enhancing product experiences.
- Managing workloads through Jira, ensuring effective task allocation and project tracking, while maintaining comprehensive documentation via SharePoint and Google Docs.
- Fostering a culture of open communication and collaboration, enabling real-time information exchange and cross-functional teamwork.

Leads2b - Curitiba, Brazil   **Aug 2022 - Aug 2023**
Position: Product Designer

- Led end-to-end product development using the Product-Led Growth (PLG) methodology, enhancing user experiences and driving sustained business growth.
- Aligned business objectives with strategic product design, collaborating closely with Product Managers to ensure user-centered solutions.
- Designed intuitive, data-driven interfaces, translating conceptual ideas into functional products that resonate with users.
- Applied research methodologies to gather user insights, guiding design decisions and optimizing usability.
- Developed prototypes and conducted usability testing, validating hypotheses and refining design solutions iteratively.
- Created user flows, wireframes, and high-fidelity designs, ensuring alignment with UX best practices and business goals.
- Leveraged analytics tools (Mixpanel) and internal data sources to measure design impact and inform product evolution.
- Utilized Figma and Miro for ideation, design, and collaboration, ensuring seamless iteration and communication.

TheStarter - Lisbon, Portugal   **May 2022 – Present**
Position: English and Design Mentor

Suvic Saúde Digital - Curitiba, Brazil   **Aug 2021 – Mar 2024**
Position: Product Designer

Exploit - Data Analytics & A.I. - Curitiba, Brazil   **Dec 2021 – Aug 2022**
Position: Product Designer

TNR Solar do Brasil - Curitiba, Brazil   **Jan 2012 – Aug 2021**
Position: Design & Business Strategist

EDUCATION

MBA in Finance and Administration 2020 *UNINTER*

Bachelor of Publicity and Advertising 2012 *Universidade Positivo*

CERTIFICATIONS

Product Management & Strategy | *TheStarter* 2022

Product Design - Product Led Growth | *BTX Cursos de Design* 2022

UX-UI DESIGNER | *Mentorama* 2022

Get Your Product Used: Adoption and Appropriation | *IxDF* 2022

Gamification | *IxDF* 2022

Product Design | *Udacity* 2022

Gestalt Psychology and Web Design | *IxDF* 2022

UX Management: Strategy and Tactics | *IxDF* 2022

Accessibility: How to Design for All | *IxDF* 2021

First Place at Hackathon Inova Health Tech | *Hackathon Shift* 2021

Design Thinking: The Ultimate Guide | *IxDF* 2021

Design for the 21st Century with Don Norman | *IxDF* 2021

Emotional Design - How to Make Products People Will Love | *IxDF* 2021

FIGMA | *Mentorama* 2021

FISK Proficiency | *Fundação Richard Hugh Fisk* 2008

REFERENCES: Available on request