

PEDRO HENRIQUE GARCIA

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Strategic Product Designer with a proven track record at the intersection of Design Systems, UX Research, and Product Strategy. Specialist in transforming complex innovation requirements and dense legal workflows into intuitive, scalable digital experiences. Experienced in implementing robust Design Systems and leading end-to-end UX lifecycles, with a focus on technical approval metrics and conversion optimization.

## WORK EXPERIENCE

### **Innoscience Consultoria | Product Designer**

October 2024 – May 2025

#### Responsibilities:

- Leading the design roadmap for the InnoUP platform, utilizing PDCA cycles, research, and high-fidelity prototyping to align corporate innovation with user needs.
- Orchestrated the complete redesign of the platform, integrating AI-driven journeys that optimized innovation data processing.
- Aligning business area expectations with user experience.
- Achieved a 98% internal approval rate from the engineering team through rigorous documentation and high-precision handoff.
- Worked with Agile and Scrum methodologies.
- Assisting in defining UX metrics and product roadmap.
- Collaborative work with developers, product managers, and agile coaches.
- Conducted moderated and unmoderated usability tests to validate new feature hypotheses, significantly reducing development rework.

### **Baptista Luz Advogados | Junior UX/UI Designer**

August 2022 – January 2024

#### Responsibilities:

- Implemented the b/luz Design System, establishing an atomic component library that ensured visual consistency across the entire legal product ecosystem.
- Managed the full design lifecycle, from creating complex sitemaps and flowcharts to performing heuristic evaluations of legacy interfaces.
- Advocated for UX best practices, accessibility, and usability standards, ensuring consistency and scalability.
- Simplified bureaucratic and legal processes for end-users by applying UX Writing and Information Architecture best practices.
- Facilitated stakeholder workshops, agile ceremonies, and cross-functional alignment between product, engineering, and business teams.
- Documenting design operations in Figma and Confluence (Design Ops).
- Collaborated directly with lawyers and partners to translate regulatory requirements into functional and accessible interfaces.

### **Singu (Bluma - Grupo Natura &Co) | Junior Product Designer**

November 2020 – July 2022

#### Responsibilities:

- Executed research and usability tests focused on the conversion funnel, resulting in a performance-based promotion from intern to junior designer within six months.
- Developed and maintained native libraries for iOS and Android, ensuring platform parity and streamlining mobile development agility.
- Designed payment flow for credit cards, debit cards, Pix, and Boletão.
- Created wireframes in Figma and Miro.
- Planning and conducting qualitative and quantitative research.
- Acted within multidisciplinary squads under Scrum methodologies, facilitating design ceremonies and aligning with Product Managers.
- Monitoring data using HotJar, Amplitude, and Google Analytics.

## EDUCATION

- PUC-SP (2019 – 2021): Bachelor's Degree in Interaction Design. Focus on information architecture and complex interaction problem-solving.
- How Bootcamps (2020): UX Design Certification. Immersion in User-Centered Design methodologies.