

Sara Cerutti

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Product Designer | UX/UI | Research & Strategy

Product Designer with 6+ years of experience designing complex digital products across e-commerce, education, and health-care, with a background spanning UX research, product discovery, interaction design, and UI. I work end to end, from research and problem framing to high-fidelity design, prototyping, and implementation. Experienced in simplifying multi-role systems, establishing design foundations, and turning research and behavioral data into product decisions. I work closely with Product and Engineering teams in fast-moving environments and use AI throughout my workflow to accelerate research synthesis, exploration, prototyping, documentation, and delivery.

Experience

+A Educação

Remote

Product Designer

June 2021 - Present

- Led discovery research for GPA's ground-up rebuild of a complex, multi-role product, combining a heuristic evaluation, user interviews, a 55-response survey, and a production pilot. Findings directly influenced roadmap priorities, including shifting focus toward mobile over a business-requested feature.
- Redesigned core workflows across student, professor, and coordinator experiences as part of a multi-year product rebuild, addressing friction and structural issues from the previous product. Conducted user research (interviews, usability tests, and surveys), generating insights to drive continuous product improvement.
- Designed Artemya, a greenfield clinical training platform for psychology students, from early flows and interaction models through high-fidelity prototyping. Usability testing informed targeted iterations while preserving intentional friction in learning-critical interactions.
- Used Microsoft Clarity and Google Tag Manager to investigate user behavior, identify usability issues, and support design decisions with behavioral evidence.
- Contributed to the team's design system and design foundations, documenting components, states, and patterns with a strong focus on accessibility, consistency, and scalable reuse.
- Built AI-assisted workflows for the design process, including requirement validation and automated developer-handoff specifications, turning individual experimentation into repeatable team practices.
- Partnered closely with Product Owners and Engineering throughout discovery, design, implementation, and iteration, balancing user needs, technical constraints, and product priorities.

Iú Cosmetics

Campo Bom, Brazil

Digital Designer (E-commerce & Experience)

October 2019 - March 2021

- Improved the e-commerce customer journey across navigation, product pages, and campaign flows in a DTC beauty brand.
- Owned design and communication deliverables through a full e-commerce platform migration, coordinating across product, marketing, and operations.
- Designed conversion-oriented assets across product listings, email marketing, and paid campaigns, maintaining visual consistency across every shopper touchpoint.
- Produced product photography and structured visual content to improve product clarity at the point of decision.
- Collaborated cross-functionally in a fast-moving DTC environment, balancing business needs, creative quality, and delivery constraints.

Luedtke

São Leopoldo, Brazil

Instructional Designer

March 2017 - December 2017

- Designed digital learning experiences, including e-learning courses, interactive content, visual materials, and video.
- Created e-learning courses using Articulate Storyline and produced supporting illustrations, animations, and explanatory videos.

- Contributed to digital campaigns and visual experiences from concept through final delivery.
- Developed illustrations, motion graphics, and digital content across multiple formats.

Skills

- **Technical:** User Experience (UX), User Interface (UI), UX Research, User Research, User Interviews, Usability Testing, Surveys, Data Analysis, Product Discovery, Interaction Design, Information Architecture, User Flows, User Journey, Wireframing, Prototyping, Design Systems, UI Patterns, Usability Heuristics, Accessibility, Inclusive Design, UX Writing, Content Design, Storytelling, Strategic Design, Agile Methodologies (Scrum, Kanban), Stakeholder Management, Data-Driven Decision Making, A/B Testing, Analytics, Continuous Improvement, EdTech, E-learning, LXP, E-commerce
- **Tools:** Figma, Adobe Creative Cloud (Photoshop, Illustrator, After Effects), Google Analytics, Hotjar, Microsoft Clarity, ChatGPT, Claude
- **Core Competencies:** Clear and structured communication, Critical thinking, Cross-functional collaboration, Stakeholder management, Systems thinking, Empathy applied to user experience, Translating complex problems into simple solutions, Behavior-centered design
- **Languages:** Portuguese (Native), English (Fluent), Spanish (Basic)

Education

Universidade do Vale do Rio dos Sinos (UNISINOS)	Remoto
MBA in Strategic Design (In Progress)	2026 - 2027
Pontifícia Universidade Católica do Paraná (PUC-PR)	Remoto
Postgraduate Degree in Gamification, Engagement, and Digital Marketing	September 2021 - September 2022
Universidade do Vale do Rio dos Sinos (UNISINOS)	São Leopoldo, RS
Bachelor's Degree in Digital Communication	January 2014 - December 2017