Carol Pestitschek

Product Designer

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Authorised to work in the UK — no visa sponsorship required

PROFESSIONAL SUMMARY

Product Designer with over 13 years of design experience across fintech, SaaS and PaaS, including Twilio, SumUp and EBANX. Experienced in end-to-end product design, complex technical workflows, user research, interaction design and data visualisation. Combines qualitative and quantitative insights to inform product strategy and delivery.

CORE SKILLS

Product Strategy and Leadership: End-to-end product design, product discovery, outcome-driven design, roadmap contribution, stakeholder management, design team development, mentoring and workshop facilitation.

AI and Technical Product Design: AI-enabled product experiences, AI agent workflows, conversation intelligence, API-driven platforms, integrations, migration workflows and complex product configuration.

Research and Validation: Qualitative and quantitative research, user interviews, surveys, usability testing, A/B testing, hypothesis validation, user journeys, user flows and research governance.

Interaction and Systems Design: Interaction design, information architecture, low- and high-fidelity prototyping, visual design, WCAG 2.0 accessibility standards including Level AAA, design systems, developer handoff and implementation review.

Data and Operational Experiences: Data visualisation, real-time and historical dashboards, reporting, monitoring, alerts, notifications, permissions and role-based workflows.

Domains: SaaS, PaaS, fintech, payments, B2B and B2B2C products, communications platforms and merchant acquisition.

PROFESSIONAL EXPERIENCE

Senior Product Designer | Twilio

London, United Kingdom | Nov 2021 – Jun 2026

Designed SaaS and communications experiences across Twilio Console, Flex, Flex Insights, Conversation Intelligence, Conversations, Logs, Video, Chat and AI initiatives.

- Led end-to-end product design across discovery, research, information architecture, interaction design, prototyping, usability testing and validation.
- Designed workflows for supervisors, agents, administrators and developers, including dashboards, reporting, team management, permissions and configuration.
- Partnered with engineering to translate API capabilities, integrations, migration requirements and data workflows into usable product experiences.
- Expanded real-time and historical monitoring through operational metrics, data visualisations, thresholds, health indicators, alerts and notifications.
- Simplified reporting and data workflows to reduce manual effort and improve operational visibility; worked with design systems throughout delivery.

Product Design Specialist | SumUp

São Paulo, Brazil | Sep 2020 – Nov 2021

- Led discovery and design for a global Refer a Friend merchant acquisition programme, combining merchant interviews, surveys, referral-data analysis and usability testing.
- Designed referral entry points, promotional offers, challenges, reward messaging and referral-code experiences. Referral-link shares increased by 20% following implementation.
- Introduced product-level satisfaction research; the enhanced experience achieved a 93/100 satisfaction score, exceeding the company benchmark.
- Created user journeys, hypotheses, prototypes and validation plans; established measurement foundations that informed the following quarter’s roadmap.
- Collaborated with Product Management, Data Analytics, Mobile Development, Marketing, Sales and Customer Support.

EARLIER EXPERIENCE

Product Specialist | EBANX

Brazil | Jun 2019 – Sep 2020

UX Designer Specialist | GFT

Brazil | Jun 2017 – Jun 2019

UX/UI Designer | Mega Sistemas / Senior Sistemas

Brazil | Sep 2017 – May 2018

UX/UI Designer | LIGA FACENS

Brazil | Sep 2015 – Aug 2017

Designer | Unimed Sorocaba

Brazil | Jan 2013 – Oct 2015

EDUCATION AND PROFESSIONAL DEVELOPMENT

Data Product Management | Udacity | Mar 2021 – Jun 2021
Fundamentals of Product Management | Stanford University | Sep 2019 – Dec 2019
Digital Games | FACENS, Brazil | Feb 2015 – Aug 2017
Digital Media and Games Development | Coventry University, England | Sep 2016 – Feb 2017
Graphic Design | UNIP, Brazil | Feb 2010 – Dec 2012

COMMUNITY AND LEADERSHIP

Mentor — Fast Forward
Speaker — How UX Bootcamp / How Education
Mentor and Facilitator — Junior Achievement
Design and Gamification Mentor — Sebrae Startup
Community Speaker — DevFest and local meetups
Organiser — Google Developer Groups, Sorocaba and Curitiba
Ambassador — Women Techmakers

LANGUAGES

Portuguese — Native | English — Fluent | Spanish — Basic