



Camila Santos

Senior Product Designer

Visual, Motion & Prototyping

Contact

- São Paulo – SP, Brazil
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- Available for international opportunities (remote / hybrid / on-site)

Technical Skills

- Co-creation & Workshops
- Personas, Journeys & Service Maps
- Prototyping (high-fidelity & navigable)
- Handoff Standardization for Development
- Metrics, KPIs & Experimentation
- Figma, FigJam, Miro
- ProtoPie
- After Effects, Lottie, Rive
- Claude, Gemini, GPT, FigmaMake

Soft Skills

- Clear communication & collaboration
- Cross-functional teamwork
- Critical thinking & unconventional problem solving
- High autonomy and ownership
- Resilience & adaptability in complex environments
- Strong advocate for diversity
- Strong interest in creativity, culture & innovation ecosystems

Languages

English	Portuguese	Spanish
Advanced	Native	Basic

Professional Summary

Senior Product Designer with 10+ years of experience in design and creativity, specializing in **visual design, motion, prototyping and interactive experiences**. Strong background in **financial products, SaaS, B2B and B2C environments**, working closely with product, engineering, research and business teams.

- Visual Design
- UX Motion
- Illustration
- Prototyping
- UX Research
- Design Systems
- Experimentation
- Accessibility
- Product Thinking

Professional Experience

Itaú Unibanco
Product Motion Designer (Mid → Senior)

mar/2023 – Present

- Working on Itaú Empresas product across Shared Experience squads (web, mobile and cross journeys)
- Designing and evolving complex journeys focused on interaction, visual clarity and motion
- Building high-fidelity, navigable prototypes for experimentation and product visioning
- Conducting usability tests, experiments and visual validations
- Strategic contributor to future product visioning initiatives
- Design System liaison for motion, illustration and accessibility standards

Resultados:
Improved visual consistency across Itaú Empresas digital products, supported a high volume of A/B tests with positive impact on key journeys and increased SUM metrics after introducing microinteractions and motion patterns

willbank
Product Motion Designer

aug/2021 – mar/2023

- Member of the Design System team, focused on motion, illustration and visual standards
- Created animated assets: icons, illustrations, transitions, splash screens and loading states
- Developed motion guidelines and best practices for product teams
- Conducted visual perception research, personas and benchmarking
- Supported journeys, experiments, handoff and branding initiatives

RD Station
Motion Designer (Junior → Mid-level)

may/2018 – aug/2021

- Created and maintained motion design standards based on brand guidelines
- Designed microinteractions and animations for product interfaces
- Built motion guidelines for internal and third-party teams
- Worked closely with design, engineering, marketing and paid media teams

RBS / NSC Comunicação - Globo SC
Art Editor

jan/2017 – apr/2018

- Created visual identities, animations, graphics and motion systems for TV programming
- Contributed to national broadcast content
- Proposed news reports and journalistic series with the editorial team

Pupila Audiovisual Junior Enterprise
Animator, Illustrator & Post-production Coordinator

mar/2015 – jan/2016

- Produced institutional videos, motion graphics and illustrations
- Structured processes, documentation and training materials
- Led onboarding and development of new team members

Education

- Visual Arts** - Uninter (in progress)
- Animation Design** - Universidade Federal de Santa Catarina, UFSC (2016 - 2019)
- Social Communication** - Universidade Federal de Brasília, UnB (2014 - 2016)
- UX Design Certification** - How Bootcamp (2020)