Francisca Marcarini

Product Designer · UX/UI · Design Systems

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Product Designer with 4 years in digital products, over 3 of them designing for Itaú, Latin America's largest bank, and 11 years in art direction. I design flows, prototypes and design systems in Figma, working with product and tech teams from discovery to handoff.

EXPERIENCE

Pix Mídia · Product Designer

Apr 2026 - Oct 2026

- Redesigned iMídia TV, a corporate TV and digital signage platform, keeping every existing flow so users didn't have to relearn the product.
- Mapped the full system (17 modules) and built its design system from scratch: foundations plus 30 documented components.
- Designed the screens of a new corporate TV product and updated existing SaaS products.

Oliver Latin America · UX Designer for Itaú Unibanco

2021 - 2025

- Created flows, wireframes and mid- to high-fidelity prototypes in Figma for Itaú's product team.
- Supported usability tests and turned user and stakeholder feedback into interface improvements.
- Applied Design System patterns, documented specs for developers and redesigned how teams find brand assets on Bynder.

Octopus · UX Designer

2019

- Wireframes, prototypes, navigation flows and information architecture for digital products.

Art Director (Digital) · O Boticário, Colcci and other brands

2009 - 2023

- Digital campaigns, key visuals and landing pages, improved with visual A/B tests.
- Visual hierarchy, brand consistency across channels and responsive websites in HTML/CSS.

SKILLS

Product & UX/UI Design • Design Systems • Prototyping • User Flows • Information Architecture • Usability Testing • Agile/Scrum

TOOLS

Figma • FigJam • Miro • Adobe CC • Webflow • Framer • Notion • Jira • Claude • Lovable • HTML/CSS

EDUCATION

Product Designer · PM3 (em progresso) • **Multimedia Production** · Senac, 2018 • **Web Design** · 2012

*This is a summary. For the full version, please visit my LinkedIn profile.