

Larissa Brancalhão

Lead Product Designer | Specialist in Design Strategy, Discovery & Team Enablement

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SUMMARY

Lead Product Designer with 7 years of experience across healthtech, fintech and B2B SaaS. At Crosby Health, a US healthtech startup, I own design and product strategy as the company's sole designer, partnering directly with the CEO on what we build and in what order. I lead end-to-end work from ambiguous problem framing to shipped product, and I use AI tools like Claude Code and the Figma MCP to prototype earlier and test ideas with users faster. A background in journalism shapes how I listen, synthesize and communicate design decisions. Career Objective I am seeking Senior UX/Product Design opportunities in global companies where I can leverage research, strategy, and design to craft accessible and innovative digital experiences. Open to remote roles.

SKILLS

Advanced: UX Research & Discovery, Interaction & UI Design, Strategic Design (Triple Diamond, Journey Mapping, Blueprints), AI-assisted prototyping & building, Design Documentation & Governance, Cross-functional Collaboration, Stakeholder Alignment & Communication, Mentorship & Team Enablement, Clear and Empathic Communication, Figma, Claude Code, Perplexity, Framer, Adobe, Hotjar, Maze, Linear, Jira, Amplitude, Notion, Chat GPT, Vercel, Cursor

PROFESSIONAL EXPERIENCE

Lead Product Designer

Crosby Health, New York (Remote)

2025 to Present

Core Responsibilities:

- Own design and product strategy for the whole product, working directly with the CEO, Engineering and Product Lead on what we build and in what order.
- Prioritize the feature backlog alongside product and engineering, balancing user needs against technical constraints.
- Run discovery with users (surveys, interviews and +20 usability tests with care coordination and the care team) and turn findings into shipped changes.
- Prototype and validate in Figma and Claude Code, shortening the distance between an idea and something a user can react to.
- Facilitate stakeholder workshops for ideation and prioritization, so decisions get made with the team rather than handed to it.

Senior Product Designer

Itaú Unibanco, São Paulo

2024 to 2025

Core Responsibilities:

- Defined the strategy and governance model for in-app landing pages, bringing consistency to a surface that had grown inconsistently across many teams. Worked with several teams, delivering more than 30 landing pages together with my content designer pair.
- Wrote the design and content guidelines for highlight spaces, and documented components and flows so other squads could reuse them instead of rebuilding. We ended up implementing new documentation and guidelines for Design, Marketing and several Business Teams across the company.
- Partnered daily with PMs, POs, engineers and content designers to ship new marketing campaigns within the app, balancing business goals with usability.
- Facilitated training sessions and governance rituals that kept the standard alive after handoff - nearly 200 people trained and 5 workshop sessions with key stakeholders to define guidelines.

Senior UX Designer

Cielo, São Paulo (Remote)

2022 to 2024

Core Responsibilities:

- Led design end to end for the merchant onboarding and credentialing flow, from discovery through delivery, focused on efficiency and reducing drop-off, increasing product activation after checkout by ~30%.
- Ran 25 user interviews alongside another product designer, mapping friction points across desktop and mobile. The 50+ pain points we surfaced drove the redesign of the flow.
- Owned the full design process in the Products & Services squad, using a triple diamond approach to go from problem to shipped solution.
- Created wireframes and high-fidelity prototypes in Figma for Cielo desktop solution, validated with user testing.
- Worked closely with engineering through delivery and tracked post-launch metrics to decide what to iterate on next. We ended up reducing rework between design and engineering with a QA process.
- Facilitated ideation and prioritization workshops with stakeholders to align on what to solve first.

UX Designer

Dootax, São Paulo

2019 to 2022

Core Responsibilities:

- Founded the UX practice from scratch: brought research, usability and product strategy into a company that had none. NPS went from a baseline of 37 to 69 after we mapped pain points and reworked key steps of the user journey.
- Defined and tracked the first UX metrics in the company (NPS, CSAT, SUS, CES), giving the team a way to measure experience instead of arguing about it.
- Mapped user journeys, flows and service blueprints across the whole service, not just the product.
- Ran remote usability testing via Maze and prototyped in Figma, from low to high fidelity.

EDUCATION

MBA - UX Research and UX Design Leadership

Toronto School of Management / Curitiba School of Technology

2023

UX Design Specialization

Anhembi Morumbi

2022

BA in Journalism

Universidade Metodista de São Paulo

2016

PUBLICATIONS

- Speaker – FIAP + Alura Women's Day (2025)
- Women in Tech (2024)
- Author – UX Collective Brazil: "Mental Health in UX"
- "How Journalism Prepared Me for UX"

LANGUAGES

Portuguese: Native

English: Advanced/Fluent (C1)