

Laerte Jofre Junior

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 15+ years of experience designing intuitive, high-quality SaaS interfaces and comprehensive design systems. Proven expertise in end-to-end product design — from user research and stakeholder alignment to pixel-perfect delivery — across fintech, health tech, and media platforms. Skilled at translating ambiguous, complex workflows into clear, trustworthy user experiences. Strong systems thinker with a track record of leading cross-functional teams, driving user research, and shaping cohesive product strategies that scale across diverse user segments.

WORK EXPERIENCE

Senior Product Designer

Fullscript | May 2023 – Present | Ottawa, ON (Remote)

- Led patient and practitioner-facing product design across high-impact initiatives spanning catalog, search, wholesale, treatment plans, and wearables integration
- Drove measurable business impact by redesigning the patient catalog experience to surface self-serve purchasing without cannibalizing treatment plan revenue, contributing to revenue lift
- Helped protect \$220M+ in annual wholesale revenue by leading design across 35+ sub-projects in a full platform re-architecture under a zero-disruption mandate
- Led cross-functional alignment by partnering with product, engineering, and leadership to align vision, priorities, and execution approach
- Leveraged AI tools (ChatGPT/Claude) to conduct rapid design exploration, accelerate prototyping, and build features directly into code — compressing timelines and enabling higher-fidelity validation earlier in the design process

Senior Product Designer

BBTV | Apr 2022 – Mar 2023 | Vancouver, BC (Laid off)

- Led the inception and delivery of BBTV's design system — ~360 components and assets in Figma — enabling design consistency at scale across the org
- Managed 6–8 concurrent projects from research to handoff, maintaining high design quality across complex creator monetization workflows
- Built strong relationships with stakeholders across 8 departments, accelerating user research feedback loops and improving decision velocity
- Partnered with a Product Manager, Product Owner, Tech Lead, and developers to design a new Dashboard for BBTV's highest-impact platform

Lead Product Designer

Obra / Taste.ag | Aug 2016 – Apr 2022 | Curitiba, Brazil

- Led design and development of 30+ projects including complex SaaS products and high-traffic websites, varying in scope and technical complexity
- Managed and mentored a multidisciplinary team of 20, including Product Designers, Product Managers, and Developers
- Supported 8 junior and mid-level designers through regular design critiques, 1:1s, and structured mentoring, elevating the team's overall output quality
- Defined design direction and maintained design system standards across all products, ensuring brand consistency and UX coherence

Senior UX/UI Designer

Heads Propaganda | Jun 2012 – Jul 2016 | Curitiba, Brazil

UX/UI Designer

Agência Casa (JWT Group) | Jun 2011 – Jun 2012 | Curitiba, Brazil

UX/UI Designer

Midiaweb Inteligência Interativa | Mar 2010 – Jun 2011 | Curitiba, Brazil

UX/UI Designer

GHN Design Interativo | Aug 2009 – Mar 2010 | Curitiba, Brazil

JR UX/UI Designer

ASA Design | Sep 2007 – Aug 2009 | Curitiba, Brazil

CORE SKILLS & TOOLS

Design Disciplines

Product Design, UI Design, UX Design, Design Systems, Information Architecture, Visual Design, Interaction Design, Prototyping, Wireframing, Style Guides

Product & Growth Strategy

Heuristic Analysis, Requirement Gathering, Ecosystem Mapping, Conversion Rate Optimization, Revenue Retention, Agile/Scrum, User Research

Tools

Figma, Supernova, GitLab, Linear, Asana, Nitro, Cursor, Claude Code, ChatGPT

Platforms & Domains

SaaS, Health Tech, Fintech / Payments, Creator Economy, Digital Banking

AI & Emerging Tech

Designing trustworthy AI-supported experiences, human-centered AI interaction design

EDUCATION

Bachelor's Degree in Graphic Design

Universidade Positivo | Curitiba, Brazil