

Maira Meirelles - Senior Product Designer

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Senior Product Designer with 16+ years in design and 6+ in product design, specializing in **AI Products, end-to-end design, and UX Strategy**. Expert in Figma, delivering impact by **aligning user needs with business goals**.

WORK EXPERIENCE

Solar Landscape: Leading Commercial Rooftop Solar & Distributed Energy Developer **Remote, U.S.**
Product Designer *Dec 2023 - Present*

- Designed **AI-powered products** from 0 to 1, **from discovery to delivery**, creating user flows, wireframes, prototypes, and conducting feasibility validation, while using Claude Code, ChatGPT, Gemini, and Figma.
- Built a scalable **Design System** from the ground up, including components, tokens, states, and documentation.
- Collaborated with Engineers, Product Managers, and cross-functional stakeholders in a fast-paced environment.

Locaweb: Leading Cloud and Hosting Services Provider in Latin America **Remote, Brazil**
Product Designer *Jan 2022 - Dec 2023*

- Redesigned Latin America's largest B2B hosting platform, **achieving +50% NPS (20pts to 30pts), -50% churn (4% to 2%), -40% support tickets, and +28M USD in annual revenue** through improved UX/UI and onboarding.
- Led end-to-end resale product and new features (Website Performance Test and Backup) grounded in research.
- Conducted A/B tests, CRO initiatives, implemented HEART metrics, and GA4 insights to drive KPIs and OKRs.

Inner Innovation: Innovative psychological services **Remote, Brazil**
Product Designer *Jun 2020 - Jul 2021*

- Designed a therapeutic social network and courses for psychologists, with responsive UI and user-centered tools.
- Built and maintained design system, interactive prototypes, user flows in Figma, ensuring accessibility compliance.
- Developed brand identity, marketing assets, UX writing, and digital campaigns to support product growth.

Freelance Designer: IT Consulting **Remote, Brazil**
Designer *Dec 2015 - Mar 2020*

- Designed responsive websites, e-commerce experiences, B2B, and dashboards focusing on conversion and usability.
- Delivered UX research, prototypes, user flows to create effective and accessible design solutions from scratch.
- Collaborated with clients/developers to define goals, aligned design strategy, and delivered digital branding.

EDUCATION

Federal University of Minas Gerais (UFMG) **Belo Horizonte, Brazil**
Bachelor's degree in Visual Arts *Graduation Date: Dec 2015*

Federal University of Minas Gerais (UFMG) **Belo Horizonte, Brazil**
Certificate in Administration (360 hours) *Graduation Date: Dec 2014*

COTEMIG - IT Technical High School **Belo Horizonte, Brazil**
Technical Diploma focused on HTML, CSS, Javascript, and fundamentals *Graduation Date: Dec 2006*

SKILLS & TOOLS

Claude Code, ChatGPT, Gemini, Figma, FigJam, Notion, Miro, Hotjar, Jira, Azure, Design Systems, Design Thinking, UX Strategy, Interaction Design, User Research, Usability Testing, Prototyping, User Flows, Benchmarking, Customer Journeys, A/B Testing, Adobe CS, GA4, CRO, KPIs & OKRs, Data-Driven, Agile UX, Stakeholder Communication, Mentoring.