Rennan Mendes

Mid-level Product Designer | SaaS & B2B Digital Products

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Professional Summary

Product Designer with over 7 years of experience working on digital products in SaaS and B2B environments. Strong background in product discovery, hypothesis validation, and data-informed decision-making. Experienced in conducting user research, designing complex flows, creating high-fidelity prototypes, and collaborating closely with Product Managers and engineers throughout the entire product lifecycle. Proven experience in agile environments, contributing to improvements in engagement, conversion, and operational efficiency.

Skills

Product & Discovery

- Continuous discovery and user interviews
- Usability testing and hypothesis validation
- Problem definition and prioritization
- Product metrics and OKRs

UX/UI & Design

- Information architecture and complex user flows
- User journeys and prototyping
- Design systems and visual consistency

Tools

Figma, FigJam, Miro, Notion, Jira, Confluence, Hotjar

Methodologies

Lean UX, Design Thinking, Agile / Scrum

Professional Experience

Ibratan — Senior Product Designer

Sep 2023 – May 2025

- Led design initiatives as the primary designer for the product, working closely with business and technology stakeholders.
- Conducted qualitative and quantitative research to identify user problems and validate solutions, contributing to improved purchase flows and increased engagement.
- Designed interactive prototypes in Figma and evolved interface patterns based on benchmarks and industry best practices.

- Facilitated co-creation workshops and strategic alignment sessions across multidisciplinary teams.
- Followed the entire product lifecycle, from discovery to delivery and validation.

Boa Vista (Equifax) — Mid-level Product Designer

Aug 2022 – Mar 2023

- Designed digital solutions in a B2B context, collaborating with Product Managers, engineers, and fellow designers.
- Actively participated in discovery processes, helping define requirements and deeply understand user needs.
- Worked across all design stages, from ideation to final delivery, ensuring alignment with business goals.

Edify Education — Mid-level Product Designer

Jun 2020 – Jul 2022

- Responsible for designing user flows, wireframes, prototypes, and interfaces for digital educational products.
- Conducted usability tests and continuous iterations to reduce friction and improve the overall user experience.
- Worked closely with product and engineering teams in an agile environment.

K2 Partnering Solutions — Product Design Consultant

Oct 2020 – Dec 2021

- Created wireframes, prototypes, and interfaces for projects across different clients.
- Conducted user research to validate solutions and ensure alignment with market needs.

Education

MBA in Strategic UX Design Management — ESPM
2019 – 2021

Bachelor's Degree in Industrial Design — Federal Fluminense University
2014 – 2018

Additional Courses

- UX Accessibility — Alura (2025)
- Design Systems Program — Alura (2025)
- Product Design Program — Alura (2024)
- Lean Product Design — School of Art and Design (2022)
- UX Prototyping — PUC-Rio (2019)