Kathleen *Shannon*

Product Designer

End-to-end Product Designer, from discovery to testing. I currently design products for a credit cooperative across app, web, back office, front office and ATM. I come from theatre: I love observing people, going into the field, testing with real users and working closely with other teams.

EXPERIENCE

Ailos
Sep 2023 – present

Product Designer

- Cooperative financial institution: tools and channels for employees and members across app, web, back office, front office and ATM, from discovery to testing.
- Discovery for an Open Finance data journey, with usability tests and prototypes.
- Created the accessibility handoff process (WCAG 2.2 and NBR 17060), validated with developers and QA.
- Redesigned internal tools, such as the WhatsApp campaign orchestrator and the assembly voting results screen.
- A/B concept tests on Maze and service design studies.

PremierSoft
2022 – 2024

UI/UX Designer

- UX in a software house team: products and solutions for clients in very different contexts.
- Ideation workshops (Crazy 8), research, style guides and high-fidelity prototypes.

SIAM
2021 – 2022

UI Designer

- The company's only UX person.
- A white-label smart-condo app, customized for each client.

Freelance

UX/UI Designer

- Legacy system redesign (desktop to web and Android) for USYS Tech, with a Figma design system.

PORTFOLIO CASES

Open Finance
Discovery and testing of a data journey

Campaign Hub
WhatsApp campaign orchestrator

Digital assemblies
Voting results readable from afar

Move PTT
MVP of a Push-to-Talk radio app

Bitcarros
Vehicle marketplace, app and site

CONTACT

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BEHANCE
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LOCATION
Blumenau, SC · Brazil

SKILLS

- Discovery and research
- Usability and A/B testing
- Service design and journeys
- UI and prototyping
- Design systems and tokens
- Accessibility (WCAG 2.2)
- Workshop facilitation

TOOLS

Figma · FigJam · Miro · Maze · AI-assisted design

EDUCATION

Postgraduate in Agile Project & Product Management
XP Educação · 2025

Bachelor's degree in Theatre (teaching)
FURB · 2016 – 2020

LANGUAGES

Portuguese — native
English — intermediate