

Amanda Superchinski

Senior Product Designer • UX/UI • Design Systems • Accessibility

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SUMMARY

Senior Product Designer with **10+ years in design, 7 in product**, specialising in complex, data-dense products — multi-step workflows, dashboards and operational tools where usability has to hold up against real technical and business constraints. I work across the full process — research, information architecture, prototyping, polished UI — and partner closely with business analysts and engineers to turn ambiguous requirements into structured product logic. I treat design systems as products and accessibility as part of the definition of done.

EXPERIENCE

Senior User Experience Designer — Globant

Mar 2025 – Present

Remote • São Paulo, Brazil

Design the end-to-end experience for Vision Next, working inside the client Fiserv — a Customer Service Management platform used by support agents to handle live customer interactions — a data-dense, multi-step tool scaling from internal build to its first global clients, architected for multiple languages and countries.

- Facilitate design thinking sessions with business analysts and product owners to surface deeper insight into features and their user journeys.
- Translate operational requirements into structured, scalable UI patterns that hold up across a large, growing platform.
- Work directly with engineers to validate feasibility against the underlying APIs before designs are finalised.
- Own consistent implementation of the design system across the whole platform, and propose new components through its governance process where gaps exist.
- Introduced interactive coded prototypes alongside Figma to shorten alignment cycles, and support product owners outside my own pod with prototypes and journey definition.

Senior Product Designer — IcPay, Financial Services

Oct 2022 – Feb 2025

Remote • Fintech

Returned to IcPay to design the product itself — taking the company from brand and website into a working financial product across desktop and mobile app, and building the design system underneath it.

- Led the redesign of the product's system interface for both desktop and app, covering discovery, information architecture, flows, prototypes and production-ready UI.
- Designed core financial flows, balancing security and compliance constraints against a first-time user who needed the product to feel simple.
- Built and maintained IcPay's design system as a product — components, tokens and usage guidelines — and tracked UX metrics on priority flows to sequence iterations rather than argue from opinion.
- Applied accessible design throughout — contrast, focus states, hierarchy and touch targets — across both desktop and app.

Product Designer — Descomplica

Oct 2021 – Sep 2022

Remote • Rio de Janeiro, Brazil • Online education

End-to-end product design on the mobile squad of one of Brazil's largest online education platforms, from discovery through engineering handoff, for an app used by more than 30,000 students.

- Designed and shipped a new notifications feature that reached 80% approval in beta and contributed to a 20% lift in user activity, session time and satisfaction.
- Ran discovery alongside the product manager — user interviews that surfaced the problems and opportunities feeding the squad's roadmap.
- Partnered with the accessibility team to deliver dark mode and high-contrast mode, making the app usable in dim light and for users with reduced vision.
- Translated learning-journey requirements into native iOS and Android patterns, prepared specs and handoff, and reviewed the build against the design.

Product Designer — IcPay, Financial Services

Feb 2020 – Oct 2021

Remote · Fintech

Led IcPay's rebrand and the end-to-end redesign of its website, repositioning a young fintech for two audiences at once: customers deciding whether to trust it with their money, and investors deciding whether to back it. Sole designer on the project.

- Ran the rebrand end-to-end, defining the new visual identity and the guidelines that kept it consistent across every surface.
- Rebuilt the website's information architecture, then took it through wireframes and prototypes to final UI, owning design direction across concurrent projects in a small, fast-moving team.
- Established the first shared UI foundations — type scale, colour tokens and reusable components — that later became the basis of the product's design system.

Product Designer — Futura Genetics

Jan 2019 – Jan 2020

Remote · Genetic testing

Owned the end-to-end redesign of the company's website — a genetic-testing product where trust and clarity are what turn a visitor into a customer.

- Redesigned the site end-to-end, rebuilding the information architecture and user flow so dense scientific content became a path a non-expert could follow.
- Improved communication of the company's product and the perceived reliability of its services by 40%, using A/B testing to validate design decisions.

Graphic Designer — Centro Universitário Internacional UNINTER

Apr 2016 – Dec 2018

Greater Curitiba, Brazil · Distance-learning university

Design and front-end work for e-learning platforms and apps at one of Brazil's largest distance-learning universities.

- Designed interfaces for e-learning apps and platforms, then implemented them in HTML/CSS alongside the development team — the origin of the front-end fluency I still use to check feasibility.
- Directed art, video and motion design for course and campaign material, keeping a large catalogue visually consistent.

Designer — Studio Borges Pinto

Apr 2013 – Dec 2015

Curitiba, Brazil. Graphic material, websites and landing pages, WordPress development and support, video editing and motion design. Started as an intern and moved into a designer role.

EDUCATION & CERTIFICATIONS

Postgraduate Degree in User Experience Design

May 2024 – Dec 2025

Pontifícia Universidade Católica do Rio Grande do Sul (PUCRS)

Bachelor of Digital Design in Industrial Design

Jan 2011 – Dec 2014

Pontifícia Universidade Católica do Paraná (PUCPR)

Experience Design

University of the Arts London

English Plus Design & Arts

University of the Arts London

SKILLS

Product & UX: User Experience (UX) Design, User Interface (UI) Design, Information Architecture, Interaction Design, Wireframing, Prototyping, User Research, Usability Testing, A/B Testing, UX Metrics, Design Sprints, Design Thinking, End-to-End Product Design.

Systems & Accessibility: Design Systems (build, contribution and governance), Component Libraries, Design Tokens, Digital Accessibility, WCAG-aligned contrast and focus behaviour, Dark Mode and High-Contrast Design, Responsive Design.

Platforms: Enterprise and B2B SaaS, Fintech, Mobile App Design (iOS and Android), Web Applications, Dashboards and Data-Dense Interfaces, Multi-Language and Multi-Region Products.

Tools: Figma, Sketch, Adobe Creative Suite, HTML/CSS, WordPress, interactive prototyping with Claude Code, Agile and Scrum ways of working.

Also: Branding and Visual Identity, Motion Design, Cross-Functional Collaboration, Stakeholder Facilitation.

Languages: Portuguese (native), English (advanced).