

Larissa Lippel

Senior Product Designer

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Summary

Senior product designer with 7 years of experience in B2B SaaS, e-commerce and fintech. I design end to end, from discovery with domain experts to shipped interfaces and design systems, with accessibility (WCAG) as a starting point.

Experience

Senior Product Designer

Pipelmob · B2B real estate platform · Aug 2025 – Present · São Paulo, Brazil (remote)

- Design complex B2B workflows such as lead distribution, lease termination, property certificates and the client portal, from discovery with domain experts to tested prototypes.
- Design financial account features for real estate agencies, focusing on clear status and error communication.
- Evolve the company's design system and define mobile UI patterns for a new CRM app, including an AI assistant feature.
- Set up documentation-first handoff: hierarchy, components and type decisions recorded in the team knowledge base to keep design and engineering aligned.
- Since Apr 2026, also act as design lead, shaping design process and quality reviews.

Mid-level UX/UI Designer

e-Plus · Digital agency · Aug 2022 – Jul 2025 · São Paulo, Brazil (remote)

- Owned the ongoing design area, working across e-commerce projects for multiple retailers on VTEX.
- Provided technical leadership to junior designers, building autonomy through design reviews and feedback.
- Ran heuristic reviews based on behavior metrics (GA4, Hotjar), with direct impact on conversion and retention.
- Redesigned responsive store experiences and designed subscription and loyalty programs inside existing purchase journeys.
- Created emails, landing pages and digital assets with accessibility in mind, and maintained design systems.

Junior UX/UI Designer

e-Plus · Digital agency · May 2021 – Aug 2022 · São Paulo, Brazil

- Prototyped responsive interfaces for e-commerce brands, focusing on usability and conversion.
- Ran usability diagnostics, presented to stakeholders and worked closely with engineering and product.

Junior UI & Digital Designer

Brand Connect · Branding and digital studio · Oct 2019 – May 2021 · São Paulo, Brazil

- Built clickable prototypes and MVPs, style guides, brand books and social media assets for clients across industries.

Design Intern

SENAI Theobaldo De Nigris · Technical school · Sep 2019 – Oct 2019 · São Paulo, Brazil

- Designed institutional print and digital materials and maintained the website and visual identity.

Skills

Product & UX

Discovery, user research, usability testing, information architecture, interaction design, prototyping

Tools & AI

Figma, Claude, AI-assisted prototyping, Notion, ClickUp, Outline, GA4, Hotjar, VTEX

Education

B.A. in Digital Design

Anhembi Morumbi University · Dean's List · 2018 – 2021

Technical Diploma in Visual Communication

ETEC José Rocha Mendes · 2015 – 2017

Languages

Portuguese (native) · English (advanced) · Spanish (basic)

Design systems & accessibility

Design tokens, component libraries, WCAG 2.2, mobile-first, design documentation

Leadership

Team management, career frameworks, 1:1s and feedback, design critique, Scrum, Kanban

Certifications

Google Experts · Google · 2024

Customer Experience · Escola Conquer · 2023

Brazilian Sign Language (Libras) · ENAP · 2023

Digital Accessibility Bootcamp · How · 2021

User Experience · FIAP · 2021

Hello Design Thinking · IDEO U · 2020