

Thalyta Lopes

Product Designer

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Product Designer with 6+ years of experience turning complex product and operational problems into clear digital experiences. At Mercado Livre, I lead design for internal logistics products used across LATAM, from problem framing and research through prototyping, validation, launch and iteration. I partner closely with Product, Engineering and Operations to navigate constraints, align different market needs and shape scalable solutions. I also use AI tools to speed up exploration, synthesis and prototyping where they add value.

AREAS OF EXPERTISE

- Digital Product Design
- Problem Framing & Discovery
- User Research
- Complex Systems & Workflow Design
- Prototyping & Validation
- Design Systems
- Data-Informed Design
- AI & LLM-Assisted Design

KEY ACHIEVEMENTS

Product adoption: Drove the rollout and evolution of Scheduling 2.0, achieving 100% adoption among target users through critical workflow improvements and close collaboration with Operations during onboarding.

Product effectiveness: Redesigned core SaaS learning journeys, contributing to a 23% increase in course completions while reducing average platform usage time by 8%.

Experience optimization: Improved product guidance and error handling, reducing student-related support tickets from 30% to 10% and making support interactions more efficient.

PROFESSIONAL EXPERIENCE

Mercado Livre Brasil

Product Designer

Remote, Brazil

December, 2023 - present

Lead end-to-end design for internal logistics products used across LATAM, shaping workflows for different operational contexts and partnering with Product, Engineering and Operations from discovery through launch and iteration.

- **Turn complex logistics rules and operational needs into clear workflows and scalable interaction patterns**, adapting design-system components when existing patterns do not fit internal desktop use cases.
- Led the **redesign of fragmented vehicle-ordering workflows into a unified experience**, reducing context switching and supporting the transition from legacy tools.
- Drove new internal tool adoption to **100% of target users** through workflow improvements, rollout support and close collaboration with Operations.
- Plan and conduct user research, usability testing and **interactive prototyping with teams across LATAM, using regional insights** to challenge assumptions and refine product direction.
- **Influence product decisions by bringing user evidence**, design rationale and technical constraints into cross-functional discussions, helping teams reach pragmatic trade-offs without losing sight of usability.

CWI

Product Designer

Remote, Brazil

August, 2022 – November, 2022

Worked as Product Designer on Conjuntos, a digital platform for CIEE-RS created to transform the internship and apprenticeship application process from an in-person service into a fully online experience.

- **Led the product design of the student experience**, covering the journey from registration and login to job discovery, application and application tracking.
- **Designed a responsive student experience** covering registration, job discovery, application and tracking, ensuring consistent behavior across devices and screen sizes.
- Used research, prototyping and **iterative validation to test flows, identify friction points and refine the experience before implementation.**
- **Partnered with client stakeholders, Product and Engineering to translate service requirements** into a scalable digital product while balancing user needs, business goals and technical feasibility.

MOBILIZA

Product Designer

Remote, Brazil

July, 2021 – August, 2022

Worked within the retention squad of a SaaS Learning Management System, using behavioral data, support insights and customer feedback to identify friction points and shape product improvements that increased engagement, learning outcomes and retention.

- Redesigned core learning journeys, contributing to a **23% increase in course completion rates** while users spent **8% less time on the platform**, indicating a more efficient learning experience.
- Improved product feedback, guidance and error-handling experiences, reducing student-related support tickets from **30% to 10%** and making it easier for Support teams to assist users.
- Identified **product opportunities through behavioral data, support insights and customer feedback**, helping prioritize improvements with the greatest impact on the user experience.
- **Partnered with Product and Engineering on iterative releases**, using validation and product signals to continuously improve key journeys.

EDUCATION

CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

January, 2020

Communication, Design & Innovation Executive Program

INSTITUTO DE GESTÃO & TECNOLOGIA DA INFORMAÇÃO

September, 2020 - August, 2021

Postgraduate Certificate in Interaction Design

UNIVERSIDADE FEDERAL DO AMAZONAS (UFAM)

April, 2015 - December, 2018

Bachelor's Degree in Design

ADDITIONAL SKILLS

Figma | Interactive Prototyping | Codex | Claude | Hotjar | User Interviews | Information Architecture | Usability Testing | Design Systems | Internal Tools | Product Iteration | Stakeholder Alignment | AI-Assisted Design | Systems Thinking | Responsive Design