

CHRISTOFER RAMOS

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years of experience leading UX/UI from discovery to launch across mobile-first, cross-platform products. Specializes in interaction design, information architecture, and scalable design systems that bridge design vision and front-end implementation. At Bemol, the largest e-commerce platform in northern Brazil, delivered measurable results: 170% lift in loan-information views, 153% increase in store-credit usage, 126% jump in overall feature engagement, 52% increase in unique users, and 41% growth in monthly active users. Has shipped products for international clients including Motorola, Huawei, and EPSON. Experienced in VTEX commerce platform, cross-functional leadership, and team mentoring. Continuously applies an A/B testing mindset and UX analytics (UX Cam, Microsoft Clarity) between formal research cycles.

WORK EXPERIENCE

Senior Product Designer

Bemol Digital · Manaus, Brazil (Remote)

Aug 2021 – Present

- Led end-to-end UX/UI across Bemol's mobile app and web platform (VTEX + Flutter), the primary channel for 91% of the customer base. Co-led a small product design team, facilitating design-thinking workshops and standardizing review processes across web and mobile.
- Redesigned the Multi-Fulfillment Checkout (2026). Replaced a legacy single-scroll webview with step-based navigation and package-split visibility, enabling BOPIS + home delivery in the same cart and exposing origin-specific delivery deadlines per package for the first time. Used a two-phase rollout to validate fulfillment logic in production before committing to a full visual redesign.
- Redesigned the Profile page (2024). Led research through semi-structured stakeholder interviews, card sorting, and competitive benchmarking. Results 3 months post-launch: My Account +126%, My Orders +100%, Bonus History +126%, Store Credit +153%, Loans +170%, My Medals +105%, Unique Users +52%, Monthly Active Users +41%.
- Redesigned Retail Categories (2024). Rebuilt department navigation using UX Cam behavioral data, CSD Matrix for stakeholder alignment, and usability testing with customers and store employees. Improved category discoverability and reduced time-to-product by mirroring physical store aisle logic; validated through Maze testing before production rollout.
- Partnered with developers, product owners, and stakeholders to translate user and business needs into product decisions. Facilitated regular design-thinking workshops and applied Lean Inception methodology for project kickoffs and feature prioritization.
- Conducted user research, usability testing, A/B testing, and quantitative analysis with UX Cam, Microsoft Clarity, Maze, and Hotjar. Built AI-assisted automations to surface UX insights continuously between formal research cycles.
- Built and maintained a scalable design system covering tokens, component states, responsive behaviors, and interaction patterns across the retail, Farma, and Saúde verticals. Fluent in Material Design, Apple HIG, Material UI, PrimeNG, Ant Design, and Fluent UI.
- Collaborated with the Flutter team on accessible custom component implementation aligned with WCAG guidelines. Conducted design audits and accessibility evaluations to keep the product inclusive and competitive.

UI/UX Designer

INDT — Instituto Nokia de Tecnologia · Manaus, Brazil

Jan 2019 – Aug 2021

- Led UX for digital products serving Motorola, Huawei, and EPSON, with focus on interaction design, information architecture, and product innovation across mobile and desktop platforms.
- Led product design for Omnia, a unified factory control system for TELLESCOM. The project consolidated 6 siloed manufacturing platforms into one integrated solution covering the full production lifecycle. Delivered

over 12 months through Lean Inception workshops, War Room intensives, Design Studio sessions, and multi-stakeholder user research across production lines, with no disruption to ongoing factory operations.

- Conducted usability testing and A/B testing throughout the development lifecycle, advocating for end users within cross-functional R&D teams alongside engineers, product managers, and QA.
- Designed products for factory and industrial environments, balancing technical constraints with accessibility requirements and responsive design principles.

UI/UX Designer

Fermento Digital · Manaus, Brazil

Nov 2017 – Dec 2018

- Developed mobile-first prototypes and proof-of-concept projects for web and mobile, working closely with agency teams to keep deliverables aligned with client goals.
- Applied responsive design principles and cross-functional collaboration practices across client projects in a fast-paced agency context.

SKILLS & TOOLS

Design & Prototyping: Figma, Sketch, Adobe XD, Principle, ProtoPie

Research & Analytics: UX Cam, Microsoft Clarity, Maze, Hotjar, Google Analytics, A/B Testing, Card Sorting, Semi-Structured Interviews, Benchmarking, CSD Matrix

Methodologies: Lean Inception, Design Thinking, War Room, Design Studio, Jobs-to-be-Done, Product Discovery, Usability Testing

Design Systems: Material Design, Apple HIG, Material UI, PrimeNG, Ant Design, Fluent UI

Platforms & Front-end: VTEX, Flutter, HTML/CSS basics, Storybook, Zeplin, Design Tokens

AI & Automation: Claude (Anthropic), Gemini, ChatGPT; custom UX Cam/Clarity automations for continuous UI analysis

Core Competencies: Interaction design, information architecture, mobile-first design, responsive design, accessibility (WCAG), UX strategy, product discovery, cross-functional leadership, team mentoring, workshop facilitation

EDUCATION

Postgraduate Specialization in User Experience (UX) & Experience Design

UNESC · Criciúma, SC, Brazil

Jan 2022 – Dec 2022

BA in Design

FUCAPI · Manaus, AM, Brazil

Feb 2014 – Mar 2017

Apple Developer Academy

Cohort · Manaus, AM, Brazil

2016 – 2017

CERTIFICATIONS

- PM3 — Product Discovery · Product Leadership · Product Analytics
- Aprender Design — Data and Quantitative Research
- Badaró — UX Journey: Briefing, Persona, Prototype, and Testing
- The Starter — Conducting Healthy and Optimized Design Handoffs
- cfPRO® — Figma: Scalable Design Systems in Figma

LANGUAGES

Portuguese: Native

English: Professional proficiency (reading, writing, spoken)