

Tamires Lelis

DESIGN ENGINEER/PRODUCT DESIGNER/ UX/UI DESIGNER

Belo Horizonte, Brazil

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Product Designer with 8+ years of experience designing digital products across fintech and marketplaces, including Itaú Unibanco and CAIXA. I focus on improving user behavior and conversion by simplifying complex systems, combining UX, data, and AI-driven solutions to build scalable and efficient products.

WORK EXPERIENCE

Insense (Sep/24 - Mar/26) - Product Designer - SAAS

Drive end-to-end UX across web and mobile for a dual-sided marketplace platform, translating business requirements into scalable interaction systems.

- **Led the redesign of the onboarding flow (Q4 2024)**, reducing drop-off from **32% to 18%** and increasing activation rate by **+14%**, based on post-launch data.
- **Increased portfolio step completion by +15pp (44.6% → 59.6%)**, by introducing context-aware guidance aligned with user-selected categories, improving content clarity and reducing decision friction.
- **Improved social account connection rate from 47.5% to 51.4%**, by redesigning the integration step with clearer CTAs, explicit value communication (monetization, exposure), and flexible user control (skip/connect later).
- **Reduced application friction across campaigns**, by introducing reusable input logic (“use previous answers”), driving **200K+ reused responses** with **90%+ completion rate**, significantly reducing repetitive work.

- **Re-architected application flow and information hierarchy**, ensuring users select the correct profile upfront and preventing UI overlap across multiple flows.
- **Designed and implemented an AI-assisted content review system**, leveraging **Gemini API** to evaluate creator submissions against campaign briefs, reducing manual review effort and improving consistency in creator-brand matching.
- **Analyzed user behavior using Amplitude and Mixpanel**, identifying friction points across onboarding and outreach funnels and enabling hypothesis-driven iterations that improved activation and conversion.
- **Collaborated closely with Product and Engineering**, translating behavioral insights and system logic into implementation-ready specifications, improving delivery alignment.

Rready (Nov/25 - Feb/26) - Product Designer (AI & Systems)

Designed and structured AI-driven and system-level features, operating at the intersection of product design and engineering.

- Led the design of **Rready AI**, defining how AI agents are created, configured, and integrated into user workflows.
- Structured AI interaction models, including prompt architecture, pre-prompts, and multi-language behavior configuration.
- Designed a **dynamic field system** using JSON-based schemas, enabling scalable and customizable data structures across the platform.
- Created a **reusable markdown editor component** supporting rich text, mentions, and media, used across the entire application.
- Established core UI architecture by designing **global table and card components**, ensuring consistency and scalability.
- Designed interfaces for **event-driven systems** (Kafka pipelines, webhooks), translating backend complexity into usable configurations.
- Built a **feature feedback system**, enabling continuous user input and supporting iterative product improvements.

- Collaborated closely with engineers to align system architecture, AI capabilities, and implementation feasibility.

BeCareLink (Feb/21 - Sep/24) - Product Designer - B2C

Led product design as the first and sole designer, owning design strategy and end-to-end execution across internal and external products.

- Increased user retention from **1,900 to 6,200 active users (226.32% growth)** within a 12-month period.
- Improved Google Play ratings for BeCare MS by **9.76%** through UX enhancements and user feedback optimization.
- Defined product requirements, specifications, and user stories, supporting go-to-market execution.
- Built and scaled a Design Library that accelerated workflows and enabled the launch of **BeCare Camp Lejeune in 3 months**.
- Designed onboarding email strategy (HTML/CSS) and implemented growth loops, including referrals, community-building, in-app invitations, and feedback systems.

Itaú (Jun/21 - May/22) - Product Designer - B2B/B2C.

Drove end-to-end UX initiatives within Itaú Corporate, designing high-impact financial journeys inside Itaú Unibanco's ecosystem serving 66 million global clients, including Itaú BBA.

- Redesigned the foreign currency journey (send, request, withdraw), aligning mobile experience with Itaú Bankline desktop benchmarks to drive transaction growth.
- Conducted in-depth discovery (user interviews and competitive analysis) to identify friction points across cross-border transaction flows.
- Applied BDD-style behavioral scenarios to define user states, edge cases, and acceptance criteria, reducing ambiguity across Product, Engineering, and QA.

- Collaborated closely with engineering to ensure technical feasibility in a regulated financial environment and validated solutions through usability testing.
- Structured improvements based on transaction-focused KPIs (North Star metric), supporting performance alignment across digital channels.

Accenture (Jun/21 - May/22) - Product Designer - B2B/B2C

Delivered product design solutions for Bank of Communications (BOCOM BBM) within a high-volume, legacy banking architecture operating under regulatory constraints.

- Designed and optimized digital experiences in a complex financial ecosystem with high transaction volumes.
- Balanced business objectives, regulatory requirements, and usability within legacy system structures.
- Applied BDD-style behavioral scenarios to define system states, edge cases, and acceptance criteria, improving cross-functional delivery alignment.
- Delivered high-fidelity prototypes and detailed implementation-ready specifications in an Agile environment.
- Collaborated with Product and Engineering to modernize interaction patterns without disrupting core transactional flows.

Unisys (Dec/18 - Dec/19) - UX/UI Designer - B2B

Worked on CIWEB (Real Estate Credit System), a large-scale B2B platform used by 86,400+ employees at CAIXA Econômica Federal.

- Designed and improved large-scale B2B systems across construction and banking sectors.
- Led UX improvements for CIWEB (CAIXA Econômica Federal), a platform used by **86,400+ employees**, reducing user confusion and internal support dependency.
- Improved the user experience of Portal das Construtoras, a B2B platform serving **3,000+ construction companies**.
- Optimized UI performance through asynchronous loading and scalable component design.

- Conducted user interviews and applied usability testing in enterprise environments.
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EDUCATION/COURSES

Bachelor of Computer Engineering (2011 -2017) - Federal Center for Technological Education of Minas Gerais

Kanban System Design (KPM I) — Kanban University

SKILLS

Mobile app design	Prototyping	Live prototype
Web app design	User flows	Handoff
User interface design	User Journey mapping	Collaboration with the
User experience design	Usability tests	React
User Research	Product Management	Clean code
Product Discovery	Product Strategy	HTML
Market research	Visual Design	CSS
Wireframing	Motion Design	Wordpress

TOOLS

Figma	Maze	Jira
Sketch	Amplitude	Adobe
Webflow	Claude Code	UserTesting
Hotjar	Google Analytics	GitHub