Eloísa Fróes Greco

Senior Product Designer

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Professional Summary

Senior Product Designer with 10+ years across visual, interface, and product design, including 7+ years building digital products. Experienced in end-to-end design for fintech, payments, digital accounts, security, fitness technology, and B2B and B2C products across web and mobile. Works from discovery and research through prototyping, validation, documentation, handoff, and implementation review.

Core Skills

Product Design | UX Design | Product Discovery | UX Research | UI Design | Interaction Design | Usability Testing | Information Architecture | Journey Mapping | Rapid Prototyping | Mobile Design | Design Systems | Design Documentation | DesignOps | ResearchOps | Stakeholder Management

Tools: Figma, Figma Make, Cursor, Claude, Lovable, Replit, Linear, Notion, Maze, FullStory, Hotjar

Professional Experience

ABC Fitness | Senior UX Designer

March 2025 - Present | Remote

- Design end-to-end self-service and member-facing products for major gym chains across Brazil and Latin America, including kiosks, web platforms, and the Fiti mobile app.
- Translate operational, security, and business requirements into clear user flows and interfaces for gym managers, instructors, personal trainers, and members.
- Conduct discovery activities, workshops, and usability testing with Product, Engineering, and business stakeholders, balancing usability with health, banking, and personal-data security.
- Contribute to ResearchOps, DesignOps, process documentation, research repositories, and design-system foundations; review implementation with Engineering.
- Apply AI-assisted workflows with Cursor, Claude, Figma Make, and Linear to create reproducible prototypes and implementation-ready documentation.

Rentqui | UX/UI Consultant

August 2024 - March 2025 | Remote

- Partnered with leadership and an international Miami-based team on the go-to-market strategy and launch of a financial mobile product.
- Improved the mobile experience through user-flow analysis, interface design, interactive prototypes, specifications, and implementation handoff.
- Worked with Customer Happiness and Operations to analyze journeys and identify UI and UX-writing improvements.
- Documented decisions, interface patterns, and processes to strengthen DesignOps; also contributed to the company website and led a cross-channel branding initiative.

Professional Experience

Clara | Senior Product Designer

January 2023 - July 2024 | Remote

- Designed the Brazilian payment product that evolved into a digital account launched in November 2023 and reached US$10M in assets under management within three months. Covered discovery, research, flows, prototyping, validation, final UI, and implementation support.
- Conducted qualitative and quantitative UX research, including interviews and analysis of internal and external feedback, and facilitated stakeholder workshops to inform product decisions.
- Collaborated with Product and Engineering to prioritize work based on user needs, business objectives, and technical constraints.
- Created and maintained a UX research repository in Notion and collaborated with the Mexico design team to share knowledge and maintain product consistency.
- Expanded project responsibilities after the Lead Designer's departure, maintaining continuity during a critical stage of product development.

CyberLabs | Senior User Interface Designer

June 2021 - August 2022 | Rio de Janeiro

- Designed and maintained interfaces across CyberLabs and PSafe products, including institutional and product websites, reusable patterns, and supporting documentation.
- Collaborated with UX, Product, Engineering, Marketing, and business stakeholders to connect product experiences with the companies' visual identities.

CyberLabs | Brand Designer

June 2020 - November 2021 | Rio de Janeiro

- Led the CyberLabs rebranding and applied the identity across the website, products, internal communication, sales materials, and social media.

Stone | Mundipagg | UI Designer

February 2019 - June 2020 | Rio de Janeiro

- Designed interfaces for financial dashboards and web products and contributed to Emerald, Mundipagg's design system, through reusable patterns and components.
- Collaborated with designers and developers on implementation-ready solutions and researched and documented the color system for Emerald's dark mode.

Education

UNIFAST - MBA in AI-Oriented Innovation and User Experience | February 2026 - February 2027
SENAI CETIQT - Postgraduate Specialization in Design, Surface Design
Le Wagon - Fullstack Developer Bootcamp | 2018
Federal University of Rio de Janeiro UFRJ - Bachelor of Communication, Publishing and Book Design

Languages

Portuguese - Native
English - Fluent
Spanish - Intermediate
German - A2