



# Caroline Pinheiro

## Senior Product Designer

UX Strategy, Systems, AI

### 🏠 Address

Lisbon, Portugal  
Open to relocation within EMEA

### 📞 Phone

(+351) 961 409 024

### ✉️ Email

[carol@platzchen.com](mailto:carol@platzchen.com)

### 🔗 Links

[Portfolio](#) | [Linkedin](#)

Senior Product designer with 9+ years of experience designing and shipping products across B2B SaaS, enterprise platforms, AI tooling, CRM, and e-commerce. Skilled in end-to-end product discovery, UX strategy, IA for complex systems, workflow design, and cross-functional collaboration. I translate ambiguous problem spaces into validated experiences that balance user needs, business goals, and technical constraints. Comfortable operating within high-stake environments, navigating complex org structures, and working hands-on with engineering, research, and product leadership.

## Skills

**Product Design & Strategy:** UX strategy · Problem framing · Discovery · Journey mapping · Information architecture · System design · Workflow mapping · Product requirements

**Research & Validation:** User interviews · Surveys · Competitor research · Usability testing · Data analysis · Metrics definition

**Design Execution:** Wireframes · Prototyping · Interaction design · UI design · Design systems · Documentation

**Cross-Functional Collaboration:** PMs · Engineering · Research · CX · Support · Sales · Leadership · Workshops & facilitation

**AI & Knowledge Systems:** Conversational UX · LLM patterns · RAG workflows · Knowledge architecture · Content systems

## Experience

### Product Designer - Zendesk

(May 2024 - Present, Portugal · Remote)

Working across the Knowledge & AI ecosystem, designing experiences for content knowledge management, conversational help, AI adoption workflows, and cross-product initiatives. Operate across discovery → delivery, partnering with engineering, PMs, research, and leadership.

#### Key contributions:

- Led research and definition for scalable knowledge architecture across multi-brand environments, enabling hierarchical content authoring at scale.
- Designed conversational help center experiences leveraging LLM-powered retrieval and intent routing, improving information findability.
- Designed data-driven insights flows supporting AI adoption by transforming support data into actionable models, recommendations, and UI insights.
- Collaborated with research, engineering, and PMs on problem framing, prioritization, and requirements.
- Supported design system adoption across Knowledge-related surfaces.

### Product Designer - Reachdesk

(Feb 2022 - Feb 2024, Portugal · Remote)

Led UX on campaign orchestration workflows, established the research function, and mentored designers. Owned discovery, validation, and product strategy while partnering cross-functionally on delivery.

#### Key contributions:

- Redesigned the multi-step campaign builder for automated gifting workflows.
- Reframed core flows via workflow mapping, competitor benchmarking, interviews, and usability testing.
- Partnered closely with PM, EM, engineering, CSMs, and sales.
- Supported product strategy, UX research, requirements, and delivery workflows.
- Contributed to design system maintenance and internal documentation.

### Senior UX Designer - Bayer

(Oct 2020 - Feb 2022, Brazil · Remote)

Led UX for the modernization of Brazil's agriculture portal.

#### Key contributions:

- Drove research-heavy discovery, including interviews, surveys, persona development, A/B experiments, and usability testing.
- Facilitated alignment across marketing, content, engineering, vendors, and stakeholders.
- Established UX processes and improved content governance, taxonomy, and IA.
- Acted as UX Manager/Product Owner hybrid, shaping roadmap and backlog.

## Senior Product Designer - SmartDigit

(Jan 2021 - Nov 2021, Portugal · Remote)

Designed B2B/B2C enterprise applications including CRM, sales apps, and loyalty programs.

### Key contributions:

- Designed tablet-first B2B sales applications, CRM workflows, and mobile UX.
- Ran surveys, user testing, benchmarking, and UI specs.
- Delivered responsive enterprise dashboards and complex table interactions.

## Senior Product Designer - Martins

(Sep 2018 - Mar 2020, Brazil · On-site)

Worked across the e-commerce ecosystem improving checkout, delivery, NPS flows, and cross-journeys.

### Key contributions:

- Led UX for Checkout redesign → enabled mobile purchases for the first time
- Designed Pick-up-in-Store flow → achieved +R\$90k 3-week revenue goal
- Introduced B2B → B2C cross-channel journey improvements → +700% redirected sales

*Previous experience: Luizalabs (Product Designer), Adaptive (UX/UI Analyst - Full Stack Designer), Treyner (Front-end Engineer) — full history on LinkedIn*

## Education

---

### The Interaction Design Foundation (2017 - 2018)

UX Design Courses

### Centro Universitário da Cidade (2009 - 2011)

Systems Analysis and Development, IT

## Selected Case Studies

---

*(Full write-ups at [platzchen.com](https://platzchen.com))*

- [Automation Potential](#) (Zendesk): Turning support data into AI adoption insights
- [Conversational Help Center](#) (Zendesk): LLM conversational experience patterns
- [Knowledge IA Mapping](#) (Zendesk): Hierarchical knowledge management at scale
- [Campaign Builder](#) (Reachdesk): Simplifying complex campaign orchestration
- [AgroBayer](#) (Bayer): Modernizing a fragmented enterprise knowledge ecosystem

## Tools & Technologies

---

Figma · Figjam · Miro · Lucid · Maze · UserTesting · UserVoice · Google Analytics · Google Optimize · Pendo · Hotjar · Mixpanel · Productboard · Jira · Confluence · Notion · Sisense · Design Systems · Material Design · Token-based design · Lovable · v0 · Git basics · HTML/CSS · JS/jQuery · Microsoft 365/Google Workspace

## Languages

---

- **Portuguese:** Native
- **English:** C2 (Fluent)
- **French:** B2/C1 (Advanced comprehension)
- **Spanish:** B1 (Intermediate)
- **German:** A2 (Elementary)

## Work Authorization

---

Portuguese citizen — eligible to work across EU/EEA — open to relocation within EMEA

## Why Hire Me

---

I don't design for aesthetics - I design for outcomes. I help companies:

- align product, engineering, and leadership around a shared problem,
- turn research into actionable strategy, and
- deliver scalable design solutions that drive adoption, reduce friction, and improve operational efficiency.

If you need clarity, direction, and execution, that's where I add value.