

Lo-Ammi Santos

Product Designer

I work in synergy with other professionals to convert user problems into business opportunities, through research, prototyping and direct validation with the consumer.

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Experience

2021 – to date

PagSeguro PagBank
Product Designer

I develop new financial products for the Cards area, collaborating with Business and Engineering people from Discovery to Delivery. Maintenance and continuous improvement of existing products, with metrics analysis, research and usability tests.

2021

TAG | Grupo Stone
Product Designer

I participated in the process of building products with an API technology access interface for financial market clients. I carried out research, information architecture studies, interface design and helped to implement the Design System from scratch.

2020

Gauge | Itaú
Product Designer

I worked on the development of new financial products for Itaú Latam (Argentina, Uruguay, Paraguay and Colombia), with research, interface design, Design System maintenance, usability tests and high-fidelity prototyping.

2018 – 2020

Grupo Tapajós
Service Designer

I collaborated in one of the largest group of pharmacies in Brazil, helping to improve communication, services and all interactions between the company and consumers.

2016 – 2017

92dpi
UI Designer

2009 – 2012

Grupo Calderaro
Graphic designer

2006 – 2007

Federal University of Amazonas
Editorial Designer

Education

Bachelor of Design

Federal University of Amazonas, 2005

Specialist in Business Marketing

Federal University of Amazonas, 2006

Courses

Product Discovery

PM3, 2022

Information Architecture for Digital Products

Ideativo Design, 2022

Product Analytics

Punk Metrics, 2022

Design Thinking

Echos - Innovation Lab, 2022

Design System & Ops

Meiuca, 2021