

PATRÍCIA MARTINS

PRODUCT DESIGNER • ENTERPRISE SOFTWARE • AI-ASSISTED PROTOTYPING

Email: pati.leitzke.martins@gmail.com

Phone: +55 (53) 999030835

Linkedin: linkedin.com/in/patricia-leitzke-martins

Portfolio: patriciamartins.biz

Location: Brazil • Open to remote work

PROFESSIONAL SUMMARY

Product Designer with 2+ years of experience designing enterprise software platforms and digital products across management, consulting, healthcare, education, and AI-driven contexts. Specialized in simplifying complex workflows with a strong focus on clarity, usability, and cross-functional alignment. Uses AI-assisted prototyping with Claude Code to turn design concepts into interactive React components, accelerating validation cycles, reducing handoff friction, and enabling real-time iteration with engineering teams. Experienced in presenting design strategy, research insights, and interface proposals directly to C-level stakeholders in Brazil, Germany, and Mexico. Fluent in English (C2).

CORE COMPETENCIES

Research & Strategy: User Research • Usability Testing • Competitive Analysis • Stakeholder Management • User Personas • Journey Mapping • Concept validation

Design & Systems: Design Systems • Information Architecture • Interaction Design • Wireframing • Prototyping • Component Libraries • Responsive Design

Specialized Domains: Enterprise Software • AI/ML Interfaces • B2B Workflows • Accessibility (WCAG 2.1)

Tools & Methods: Figma • FigJam • Claude Code • AI-Assisted Prototyping • Jira • Agile/Scrum • Design Documentation • HTML and CSS (basic)

Collaboration: Executive Presentations • Cross-functional Teams • Product Roadmap Planning • Developer Handoff

PROFESSIONAL EXPERIENCE

Product Designer | Bridge Management Technologies (via Brainny Smart Solutions)

September 2024 – Present

Designing user interfaces and experiences for enterprise software platforms across management, consulting, healthcare, and AI, while collaborating with international stakeholders, including C-level executives and clients in Germany and Mexico.

- **Strategy and stakeholders:** Contributed to product strategy by presenting design concepts and user research findings directly to the CEO and executive stakeholders in Brazil, Germany, and Mexico, helping shape roadmap priorities over multiple quarters.
- **End-to-end UX design:** Delivered multiple core features, averaging 5–6 screens per flow, including an AI chat interface, surveys, wiki redesign, card standardization, and side view improvements, translating complex B2B requirements into high-fidelity prototypes validated with real users.
- **Dashboard and information architecture:** Led a full homepage redesign over multiple iterations during a 2-month effort, turning fragmented navigation into a consolidated dashboard and removing the need for 4+ clicks to access critical metrics, reducing managers' cognitive load.
- **Research:** Conducted moderated and unmoderated usability tests with 5+ participants per session on critical product flows, identifying friction points and delivering prioritized recommendations that were incorporated into the following sprint.
- **Sensitive healthcare flows:** Designed patient-facing questionnaire flows for a mental health monitoring app, balancing clinical accuracy with empathetic, low-friction UX, with concept validation presented to stakeholders.
- **Design system:** Expanded the component library with more than 25 new elements and variants, created from scratch or updated, along with complete documentation, removing visual inconsistencies across two product lines and reducing recurring handoff questions from development.
- **Accessibility:** Supported dark mode exploration by performing WCAG 2.1 AA accessibility audits on components and flows in Figma, helping ensure compliance before implementation by the senior team.
- **Accelerated prototyping:** Built interactive AI-assisted prototypes with Claude Code to speed up design-to-development cycles, reduce handoff friction, and enable real-time iteration with engineering.

Product Designer | Brainny Smart Solutions

July 2024 – August 2024 | Product Design Intern: April 2024 – July 2024

Designing user interfaces and experiences for diverse product portfolio including public transportation, healthcare management, and real estate SaaS platforms.

- **End-to-end redesign:** Led the full redesign of the company website, from competitive analysis and stakeholder interviews through final implementation on a no-code platform, establishing a cohesive digital presence and improving discovery for potential clients.

- **Visual design across multiple contexts:** Worked in parallel agile sprints across three distinct product lines — a public transit app, a patient tracking system for physical therapy, and real estate software — delivering intuitive interfaces aligned with user needs and business goals in very different scopes.
- **Documentation and handoff:** Produced detailed design specifications that reduced recurring implementation questions and rework cycles, improving collaboration efficiency with the development team.

EDUCATION

Digital Design | Ulbra (2024 – 2025)

Professional Certification in UX Design | UX Design Institute & ESPM (2023 – 2024)

Digital Product Design | Tera (2022 – 2023)

Google UX Design Certificate | Coursera (2021 – 2022)

LANGUAGES

English: Fluent (C2 - EF SET Certificate 87/100)

Portuguese: Native

Spanish: Intermediate

CERTIFICATIONS

- Practical UX Research and Strategy | **Designership**
- Ultimate Figma Masterclass Course | **Designership**
- Design for the 21st Century with Don Norman | **Interaction Design Foundation**
- Data-Driven Design: Quantitative Research for UX | **Interaction Design Foundation**
- Human-Computer Interaction - HCI | **Interaction Design Foundation**
- EF SET English Certificate 87/100 (C2 Proficient) | **EF Standard English Test**