

Rafaela Kwiatkowski

UX/UI & Product Designer | 3+ Years of Experience | SaaS • Design Systems • B2B Platforms

Florianopolis, Brazil | Open to remote & international roles

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SUMMARY

UX/UI & Product Designer with 3+ years of experience designing SaaS platforms for global, remote-first companies. Specialized in complex B2B systems, end-to-end design, and building scalable design systems. Known for aligning product strategy with business goals and designing for a wide range of user types, from non-technical to engineers. Currently pursuing a Master's in Information Science with research on AI's role in UX workflows.

PROFESSIONAL EXPERIENCE

Lead UX Designer • Oct 2023 - Present

Clarke Energia (Remote - Brazil)

- Led UX strategy and redesigns across 3 SaaS platforms (customer's platform, admin portal, sales simulator), serving diverse users from SMEs to enterprise energy teams.
- Built a unified design system across products, reducing dev time by 60% and design debt by 85%.
- Owned full design lifecycle, from discovery to delivery, increasing monthly active users by 87% on the customer's platform.
- Bridged product + design responsibilities, driving roadmap and priorities in a lean team without PMs.
- Ran stakeholder workshops, user interviews, and iterative prototyping across teams from engineering to sales.

UX/UI Designer • May 2024 - May 2025

Apicbase (Remote - Belgium)

- Sole designer for a complex B2B food management platform (inventory, recipes, purchasing, dashboards) used by global restaurant chains.
- Delivered 100+ UI designs and dev-ready handoffs.
- Conducted a full-system heuristic evaluation (30+ pages) that informed product roadmap and kicked off redesigns.
- Designed revenue-driving features like Invoice Matching (AI-based) and Dynamic Pricing, directly contributing to new client wins.

UX/UI Designer • Apr 2023 - May 2024

Qintess (Remote - Global)

- Designed cross-industry platforms and internal tools used by 2,000+ employees; conducted workshops, research, and UI delivery.
- Co-led the creation of Qintess's first design system, adopted across 6 internal products, cutting design time by 80%.
- Led full redesign of company website still in use today; handled discovery, stakeholder interviews, prototyping and final handoff.
- Built and taught a 10-class design education program for non-designers, earning 4.8/5 satisfaction from 50+ participants.

UX/UI Designer • Aug 2022 - Jul 2023

MineHR (Remote - Brazil)

- First and only UX designer at a data-heavy HR SaaS platform serving enterprise clients with people analytics and AI insights.
- Redesigned the full platform interface across 10+ dashboard pages, correcting major usability gaps and enhancing clarity for non-technical HR users.
- Created MineHR's first design system from scratch, including all components and variables.
- Researched, ideated and designed a Diversity Dashboard, which became a key differentiator in sales conversations and helped close enterprise deals

IT Support Specialist • Sep 2020 - Jan 2023
NavSav (Remote - US)

Software Research and Quality Intern • Jul 2021 - Aug 2022
Nidec Corporation (Remote - Global)

Customer Success Intern • Apr 2019 - Sep 2020
Knewin (Remote - Brazil)

Social Media Intern • Sep 2018 - Feb 2019
Ciipo Clinic (Florianopolis, Brazil)

SKILLS & TOOLS

UX & Research

User research • Heuristic evaluation • Journey mapping • Design principles • Usability testing • Design Thinking • User interviews • Benchmarking.

UI Design

Wireframes • Interactive prototypes • High-Fidelity interfaces • Mobile design • Design systems • Responsive design • Accessibility • AI-assisted design.

Tools & Tech

Figma (components, auto layout, variables, AI) • Maze • Amplitude • Datadog • Hotjar • Data Studio • Miro • Jira • Asana • Notion • HTML/CSS (basic).

Languages

- English - Fluent.
- Portuguese - Fluent.
- French - Intermediate.
- Spanish - Intermediate.

EDUCATION

Master's Degree | Information Science

Federal University of Santa Catarina (UFSC) | In progress | 2025 - 2027

Postgraduate | User Experience

University of Southern Santa Catarina (Unisul) | 2022 - 2023

Bachelor's Degree | Information Science

Federal University of Santa Catarina (UFSC) | 2019 - 2022