

Nayara Marques

Senior Product Designer

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Brazilian Citizen | Based in Barcelona (Aligned with US East Coast Hours)

SUMMARY

Senior Product Designer with nine years of experience specializing in AI-native design governance and high-stakes operational systems. Moves from Figma to code-authored prototypes and production PRs, owning products end to end. Background in fintech, logistics, and energy, with a focus on making complex data clear, trustworthy, and scalable.

CORE SKILLS

AI Interaction Design: Claude Design, Claude Code, AI interaction patterns (streaming, inline editing, agent handoffs, human-in-the-loop review).

Systems & Architecture: Figma, design tokens as source of truth, React component contracts, WCAG accessibility standards, HTML/CSS, Git/PR workflows.

Design Governance: Automated component tracking, validation systems to prevent AI creation drift, model-legible design systems.

Product Strategy: User research, workshop facilitation, 0-to-1 architecture, technical design leadership.

EXPERIENCE

Clade | Senior Product Designer

May 2023 – Sep 2026 | New York, US (Remote)

Institutional AI platform for private capital markets.

- Sole designer owning product strategy, interface design, and shipping end to end.
- Designed institutional AI touchpoints, including a dashboard composer and contextual AI inside reports, documents, and meeting notes.
- Specified interaction patterns across 26 frames and six state families, covering streaming, inline editing, agent handoffs, and human-in-the-loop review.
- Built a token-based design system (48 components, 9 templates) with automated component tracking and validation to prevent AI creation drift.
- Moved prototyping from Figma to code, shipping pull requests directly against the React codebase via Claude.

Loadsmart | Senior Product Designer

Nov 2021 – Jan 2023 | Chicago, IL (Remote)

US-based freight logistics platform.

- Designed capacity-matching tools for private truck fleets, translating complex operational requirements into clear software interfaces.
- Ran a comparison test with six fleet managers that killed a planned platform build in favor of a plain email workflow, lifting response rates by 250%.

BTG Pactual

Apr 2020 – Oct 2021 | São Paulo, Brazil

Largest investment bank in Latin America.

Product Design Lead (Apr 2021 – Oct 2021)

- Led design for an advisor platform serving four business verticals: a configurable dashboard, modular navigation, and client workspace.
- Aligned all four business lines around 21 concept features with 90% acceptance, grounded in 12 interviews.
- Established the design direction and 0-to-1 product surface for the multidisciplinary team.

Senior Product Designer (Apr 2020 – Apr 2021)

- Early designer on the BTG+ digital banking app, shaping core product surfaces as the business scaled.
- Led UX research and interface design for BTG+'s rollout of Pix (Brazil's national instant-payment infrastructure), ensuring clear and trustworthy user flows.

BRQ Digital Solutions | Senior Product Designer (Consultant)

Feb 2018 – Apr 2020 | São Paulo, Brazil

Digital consultancy.

- Embedded senior designer at BTG Pactual, CCEE, Itaú Unibanco, and Ativa Investimentos across finance and energy, before joining BTG directly.

LoopKey | Product Designer

Jan 2017 – Feb 2018 | São Paulo, Brazil

Access-control hardware startup.

- First product designer; defined the initial brand and motion language for the consumer app and B2B dashboard.
- Collaborated directly with founders and hardware engineers on the mobile app and keyless entry interaction models.

Art Director & Graphic Designer

Sep 2011 – Dec 2016 | Santa Catarina, Brazil

- Delivered brand, print, and digital direction for Intelbras, Invictus Tactical, and Grupo Polar.

EDUCATION

Universidade do Sul de Santa Catarina | Graduação, Design | 2010 – 2015

LANGUAGES

Portuguese (Native), English (Full Professional), Spanish (Professional Working)