Nicole Couto

SENIOR PRODUCT DESIGNER

Product Strategy & UX/UI | Design Systems | Design-to-Code

Brazil (UTC−3) | Available for international remote work

nickcouto@gmail.com | nicolecouto.com | linkedin.com/in/nicolecoutopd

Professional Summary

Senior Product Designer with 20+ years in technology, taking B2B and B2C products from discovery through UX/UI design and implementation review. Founding designer at a New York private-credit fintech that raised $2M in seed funding in 2021 and a $25M Series A in 2026. Built a design system with 23 active component families, adopted by four product teams across roughly 130 flows. Previously hired, onboarded and managed four designers at PayCertify and directed design for an education platform launched in three months. Use AI for research synthesis, documentation and functional prototyping, alongside defining UX guidelines for AI-enabled experiences.

Skills

Product discovery and strategy | User research and usability testing | Information architecture | Interaction and UI design | Product analytics | AI-assisted prototyping | Design systems and tokens | Accessibility | Design specifications and implementation reviews

Professional Experience

PactFi
Lead Product Designer

Aug 2021 - Aug 2026 | Remote / New York

Private-credit fintech | $2M seed: 2021 | $25M Series A: 2026

- Shaped the product from day one as founding designer, working directly with founders, product managers and engineers on a private-credit platform.
- Designed onboarding/KYC, document and entity management, permissions, reporting and fund flows; used feedback and analytics to refine workflows.
- Established the shared design foundation from day one and developed 23 active component families, adopted by four product teams across roughly 130 product flows.
- Maintained Figma libraries, variables and tokens; wrote implementation-ready specifications and Storybook documentation; and reviewed frontend work against the design source.
- Used ChatGPT and Claude for research synthesis and documentation, and Codex and Claude Code for functional prototypes and design-to-code handoffs. Defined UX guidelines for AI-enabled experiences.
- Interviewed, onboarded and mentored designers within a six-person design team, and established contribution and review workflows for the shared system.

dashfi
Senior Product Designer

Apr 2021 - Oct 2021 | Remote / Austin

- Improved an existing fintech product through user flows, wireframes, prototypes and detailed UI, working with product and engineering to clarify interactions and implementation.

PayCertify
Lead Product Designer

Jan 2019 - Dec 2020 | Remote / California

- Hired, onboarded, managed and mentored a team of four designers across fintech product initiatives.
- Directed product strategy, research and UX/UI for merchant payment gateways, fraud management and virtual cards, using information architecture and behavioral analytics to inform decisions.
- Co-created the Sunflower Design System and guided the core product redesign and company website launch.

Professional Experience Continued

ThoughtWorks
Senior Experience Designer Consultant

Mar 2016 - Jun 2018 | Belo Horizonte, Brazil

- Facilitated discovery and design workshops with global teams on enterprise and ecommerce engagements, including HBC.
- Researched, prototyped and validated internal staffing workflows to simplify project allocation.

Resale.com.br
Partner Designer and Co-founder

Jul 2015 - Aug 2017 | Brazil; concurrent role

- Took a real-estate marketplace from idea to its first iOS and Android releases, defining the product concept, information architecture, interactions and visual direction.

Imaginie
Head of Product Design & UX

Dec 2014 - Mar 2016 | Belo Horizonte, Brazil

- Owned product definition, research and UX/UI for a writing platform connecting students and teachers; the team built and launched the product in three months.
- Designed essay submission, teacher review and feedback journeys. The product reached 100 student accounts and 20 teacher accounts in under a month after launch.

Canal do Credito
UX Designer

Apr 2013 - Dec 2014 | Brazil

- Translated financial-services requirements into workflows through research, information architecture and interaction design.

Samba Tech
Product Design, UX Manager & Product Manager

Dec 2009 - Jul 2012 | Brazil

- Combined product design, roadmap prioritization and team management for an online-video platform.

fhios
Information Architect & Usability Consultant

Dec 2007 - Dec 2009 | Brazil

- Conducted research, information architecture and usability work across 30+ projects, including engagements for Google, Fiat, Claro and Localiza.

TOTVS
Training Analyst

May 2006 - Nov 2007 | Brazil

- Created learning experiences and product communication for enterprise software.

Education

Postgraduate Degree, IT Project Management | Faculdade COTEMIG | 2013

Bachelor’s Degree, Social Communication | Centro Universitario de Belo Horizonte | 2005

Selected Professional Development

Introduction to Front-End Development, Meta | 2026
Into Design Systems Conference | 2024 and 2025
Complex UI Design, Interaction Design Foundation | 2023
UX Research and Digital Accessibility Bootcamp, How Bootcamps | 2021

Tools and Languages

Figma, Miro, Mixpanel, LogRocket, Google Analytics, Hotjar, Storybook, Jira, Confluence, Git/GitHub, VS Code, HTML/CSS, ChatGPT, Claude, Codex and Claude Code

Portuguese: native | English: full professional proficiency