

Nicole Couto

LEAD PRODUCT DESIGNER | COMPLEX B2B & ENTERPRISE PRODUCTS | DESIGN SYSTEMS

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PROFESSIONAL SUMMARY

Lead Product Designer with 20+ years of experience shaping complex B2B and enterprise products, scalable design systems, and AI-enabled experience concepts and prototypes. As a founding designer at PactFi, shaped a fintech product from early foundations into a multi-team platform in close partnership with product and engineering. Senior hands-on IC and design lead with consulting experience across enterprise and SaaS products, combining product strategy, complex workflow and UI design, user research, product analytics and growth practices, workshop facilitation, design system governance, functional prototyping, and design-to-code collaboration.

CORE CAPABILITIES

Complex B2B & Enterprise Product Design | Product Strategy | End-to-End Workflows | Information Architecture | Interaction & UI Design | User Research & Usability Testing | Product Analytics & User Behavior | A/B Testing & Experimentation | Workshop Facilitation | Stakeholder Communication | Scalable Design Systems | Governance | Accessibility/WCAG | Functional Prototyping | Design-to-Code Collaboration | Cross-Functional Leadership

Tools: Figma | Storybook | Jira | Confluence | Miro | Mixpanel | LogRocket | Google Analytics | Hotjar | VS Code | Terminal | Git/GitHub | GitHub Copilot | HTML/CSS | JSON/YAML | Vue/Vuetify collaboration | ChatGPT | Claude | Codex | Claude Code

PROFESSIONAL EXPERIENCE

PactFi | Lead Product Designer | Aug 2021 - Aug 2026 | Remote / New York

- Joined as a founding designer and shaped a complex fintech product from early foundations to a multi-team platform, partnering with founders, product managers, engineers, and a six-person design team.
- Designed end-to-end workflows and hands-on interaction/UI solutions across onboarding/KYC, document and entity management, fund structures, permissions and roles, data tables, reporting, approvals, allocations, facilities, and fund flows.
- Designed and refined complex product interfaces with a strong focus on visual hierarchy, information density, interaction patterns, usability, and consistency, working closely with engineers to ensure design quality carried through implementation.
- Worked with Product Managers and Business Development teams to evolve the product using user feedback and insights from product analytics tools to identify opportunities, validate decisions, increase user tasking conversion, reduce friction, and refine existing workflows and experiences.
- Led the evolution of the Product Design System into a scalable shared foundation with 23 active component families, approximately 30% fewer than the prior inventory, supporting four product teams across approximately 130 product flows.
- Advanced design-to-code practices and design system governance through shared Figma libraries, variables and tokens, Storybook documentation, contribution and review workflows, pull requests, frontend reviews, and Figma-to-code component mapping, helping shared patterns remain aligned as teams and product areas evolved.
- Defined UX guidelines for integrating AI-powered experiences into the product and initiated design system updates to support prototyping AI-enabled features while preserving established interaction patterns and visual consistency.
- Used ChatGPT and Claude daily for research synthesis and documentation, and Codex and Claude Code across VS Code, terminal, and GitHub workflows to build functional prototypes and support design-to-code handoffs; shared practices adopted by other team members.
- Mentored and reviewed designers, communicated product and system decisions directly to founders and executives, and aligned design quality with business and implementation constraints.

PayCertify | Head of UX Design | Jan 2019 - Dec 2020 | Remote / California

- Managed and mentored four designers working across payment gateways, fraud-management products, and virtual-card experiences.
- Led product strategy, information architecture, research, analytics review, UX/UI design, and launch of the core product and company website.
- Evolved the product through user research with practices like user behavior monitoring, to understand behavior, evaluate product changes, and support data-informed product decisions.
- Co-created the product design system to strengthen consistency, collaboration, implementation quality, and delivery across initiatives.

PROFESSIONAL EXPERIENCE - CONTINUED

Ideaslab Technology | Founder, Product Design & UX Strategy Consultant (Part-time) | Jan 2015 - Present | Remote

- Lead independent consulting engagements for startups and product teams across product definition, complex workflow and UI design, information architecture, prototyping, validation, and scalable interface foundations; translate business and user needs into actionable guidance for product and engineering teams.

Imaginie | Head of Product Design & UX | Dec 2014 - Mar 2016 | Belo Horizonte, Brazil

- Led product design and user experience for a SaaS e-learning platform for students and teachers, working across product ideation, UX strategy, research, growth, and customer experience initiatives.
- Helped shape the platform from concept through continuous improvement, connecting user needs and product experience with business goals.

ThoughtWorks | Senior Experience Designer Consultant | Mar 2016 - Jun 2018 | Belo Horizonte, Brazil

- Led discovery and design workshops with global cross-functional teams and stakeholders on enterprise product and ecommerce engagements, including work for HBC.
- Helped an internal staffing-management team research, prototype, and validate solutions that simplified allocation workflows and reduced the time and friction required to staff projects.

Resale.com.br | Principal Designer & Partner | Jul 2015 - Aug 2017 | Brazil

- Led product concept, UX architecture, interaction design, and visual direction for the first iOS and Android releases, taking the mobile experience from idea to launch.
- Helped establish the product foundation for a real-estate marketplace whose controlling stake was later acquired by BTG Pactual.

ADDITIONAL PRODUCT AND CONSULTING EXPERIENCE

dashfi | Product Designer | Apr 2021 - Oct 2021 - Fintech product flows, wireframes, prototypes, UI design, and implementation support.

Canal do Credito | Interaction Designer | Apr 2013 - Dec 2014 - UX and product design for complex financial-services workflows.

Samba Tech | Product Design, UX Manager & Product Manager | Dec 2009 - Jul 2012 - Product leadership, roadmap, prioritization, UX, and team management.

fhios | Information Architect & Usability Consultant | Dec 2007 - Dec 2009 - Research, information architecture, and usability across 30+ projects for organizations including Google, Fiat, Claro, and Localiza.

TOTVS | Training Analyst | May 2006 - Nov 2007 - Structured learning experiences and product communication for complex enterprise software.

EDUCATION

Postgraduate Degree, Information Technology 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 | Digital Accessibility Bootcamp - How Bootcamps, 2021 | Complex UI Design: Practical Techniques - Interaction Design Foundation, 2023

LANGUAGES

Portuguese - Native | English - Full professional proficiency