

Yuki Regina Nakamura

Senior Product Designer · B2B SaaS · Strategic Discovery · Remote

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SUMMARY

Senior Product Designer with 8+ years in complex B2B SaaS, most recently in risk, fraud prevention, credit, pricing, and product catalogue. My work starts before any screen is designed: discovery, research, and systems thinking that find the actual problem first. At Grupo Boticário, 30+ interviews showed the real problem was not what anyone assumed, and two insights changed the product direction. I started my career as a graphic designer in Tokyo and built most of it in São Paulo as an art director before pivoting to product design. I work with a fully AI-native workflow across research synthesis, prototyping, and shipped production code. Fluent in Portuguese, English, and Japanese.

EXPERIENCE

Founder & Product Designer · Faro Studio · Independent Practice 2026 – Present

Remote · Self-employed

Independent design practice focused on diagnosis, discovery, and product direction for B2B businesses across Latin America.

- Designed and deployed a B2B landing page for a client in Paraguay (bga.com.py, live in production) using an AI-native workflow: conceptualized in Claude, built and shipped in Cursor.
- Designed and built the studio end to end: brand identity, landing page, and a multi-step diagnostic flow with voice input.
- Built an AI research pipeline that turns client diagnostic answers and automated site analysis into structured discovery briefings.

Senior Product Designer · Grupo Boticário Apr 2024 – Nov 2025

São Paulo, Brazil · Remote

Strategic design for one of Latin America's largest beauty and retail groups, on high-stakes B2B platforms across commercial operations, risk management, credit, and fraud prevention.

- Designed the B2B product catalogue feature, contributing to 20x download growth and 2x expansion of the active user base in the six months post-launch.
- Redesigned the risk and credit platform experience, reducing cognitive load and optimizing loading time by 30%.
- Conducted 30+ interviews across stakeholders, users, and frontline teams, synthesizing findings into 45+ prioritized product opportunities and two clear insights that became the leading brief for the next product cycle.
- Built and maintained a scalable Figma component library (variables, auto-layout, tokens) used simultaneously across multiple squads.
- Embedded daily with engineering across multiple product squads, owning design QA, developer handoff, and spec precision through full Agile cycles.

Product Designer · UOL Dec 2022 – Apr 2024

São Paulo, Brazil · Hybrid

Led product design for UOL Host's B2B e-commerce platform, one of Brazil's most established hosting providers, owning end-to-end journey redesign across onboarding, checkout, and core product flows.

- Redesigned the core dashboard, driving +170% NPS and +70% user satisfaction.
- Streamlined onboarding from 5 to 3 steps with a mobile-first approach, reducing friction at the product's most critical entry point.
- Integrated an AI-assisted feature into the registration flow, increasing first-attempt completion by +27%.

Lead UX Designer · MUSA

Aug 2020 – Jun 2022

São Paulo, Brazil · Hybrid

Joined as the 11th hire at a B2B tech platform during its most critical growth phase, taking full ownership of product design from zero.

- Built the product vision and core flows from scratch, directly supporting the seed round and scaling the platform to 400+ clients in 18 months.
- Built and led a team of 8 in designing and implementing a unified design system, increasing team consistency and delivery efficiency by +25%.
- Structured a high-impact institutional partnership, generating 20+ new clients and contributing to a +15% revenue increase.

UX Designer & Art Director · Agência People

Jul 2019 – Sep 2020

São Paulo, Brazil

- Resolved critical design and usability issues for B3, Brazil's stock exchange, delivering a 90% reduction in user complaints.
- Executed 18 projects for XP Inc within six months, generating positive media coverage and strengthening market positioning.

Co-Founder & Design Lead · UseGifCard

Apr 2017 – Jun 2020

Remote

- Co-founded an e-commerce platform for animated digital products. Built brand identity, UX/UI architecture, and product experience from zero, contributing to +40% growth in user acquisition.

Art Director · Ogilvy Brasil

Feb 2014 – Mar 2017

São Paulo, Brazil

- Directed art for Magazine Luiza's digital transformation campaigns across digital, point of sale, and TV during a pivotal growth period for one of Brazil's largest retailers.

ADDITIONAL EXPERIENCE

Brand Designer · Sindria (AI-powered EdTech startup) · 2023. Collaborative brand direction and independently shipped landing page, supporting a R\$5M pre-seed round.

SKILLS

Product Discovery · UX Research · User Interviews · Usability Testing · JTBD · Service Design · Design Systems · Information Architecture · Interaction Design · Prototyping · Figma (auto-layout, variables, tokens) · Systems Thinking · Stakeholder Management · Design Leadership · Developer Handoff · Design QA · Agile/Scrum · Accessibility (WCAG 2.1 AA) · End-to-End Product Design · B2B SaaS

AI-native workflow: Claude (research synthesis, conceiving), Cursor (production code), Figma Make, NotebookLM. Shipped AI features in production.

EDUCATION & TRAINING

Bachelor of Graphic Design · Nippon Designer Gakuin, Tokyo · Outstanding Student

Technology in Internet Systems · Faculdade do Comércio, São Paulo · 2025

Information Architecture & Design · School of Visual Arts, New York

AI First Designer School · ADPList · 2025

Systems Thinking Applied to Design · UX Change · 2025

LANGUAGES

Portuguese (native) · English (full professional) · Japanese (full professional)