

# Julia Campana

Product | Research & Experience Design

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Product designer with 12+ years of experience building complex digital products across finance, digital infrastructure, robotics, and gaming. I work hands-on in strategy, UX, and UI, partnering closely with engineering and product teams to turn problems into clear, functional, and scalable experiences.

My approach blends research, rapid prototyping, and continuous iteration, always guided by real user behavior and business goals. I've led multidisciplinary teams, facilitated workshops, and made product decisions that drove growth, operational efficiency, and user satisfaction. I believe that great products come from clarity, intent, and high-quality execution.

## EXPERIENCE

### **Staff Designer, Transfero Group**

Banking as a service in Crypto & FIAT

July 2024 to Date

- Lead Product Strategist for BaaS API, managing core crypto/FIAT banking operations and payments.
- Led RWA & Tokenization initiatives, designing end-to-end UX for private credit, automated liquidity, and OTC environments.
- Cross-functional Collaboration with Engineering and Compliance to ensure scalable products aligned with financial regulations.
- Design Ops & Scaling: Advanced the Design System and optimized internal tools for operational reporting and control.

### **Lead Product Designer, Clara**

Clara is an enterprise expense management platform.

July 2022 to Jan 2024

- Design Leadership: Led strategy and execution for core financial products, aligning user needs with business OKRs and regulatory requirements.
- Team Management: Mentored and developed the design team, establishing quality standards, QA processes, and usability metrics.
- Design System & Scaling: Orchestrated the Design System evolution, creating specialized components for the Brazilian market.
- End-to-End Product Discovery: Partnered with Product and Engineering to drive research, usability testing, and high-impact delivery.

### **Senior Product Designer, Clara**

Feb 2022 to July 2022

- Product designer for Payments in Mexico and Brazil.

## PROFILE

### **About product design and experience:**

*UX professional with 12+ years of experience working in small, medium and large companies, in the product and digital infrastructure segments, various SaaS, fintechs, service robotics and games. Has solid knowledge in interface design, usability testing, user experience, design thinking and prototyping.*

## ABILITIES

- Figma/ XD
- Canva/ Framer
- Notion/ Airtable
- Analytics/ FullStory
- Miro/ Figjam
- Illustrator
- HTML e CSS
- Office
- Overflow
- Jira/ Shortcut/ Monday

*\*\* I have been working with different prototyping tools and development frameworks, to avoid a big list, I kept only my favorites. If you use a different tool that works well in your already established workflow, I'll be happy to learn.*

## LANGUAGES

- Portuguese (native speaker)
- English (fluent)
- Spanish (intermediate)

- Progress design from low fidelity to high fidelity, ensuring a smooth transition from concept to implementation.
- UI and UX execution with high-fidelity navigable prototypes for mobile (iOS and Android) of Clara app.
- Conducting workshops and research with external and internal stakeholders.
- Implementing responsive design principles using CSS, ensuring consistency across devices and platforms.

**Main Results obtained at Clara:**

- Clara Digital Account MVP.
- Decreased payment error rate by 23% through optimized user flows, reducing support requests and improving reliability in six months of leadership.
- Training of designers and workshops across LATAM.
- Promoted to Lead Designer after 6 months at the company.

**Teacher, Instituto Infinet**

Oct 2020 to March 2022

- Teaching Usability Assessment and Interaction Design to postgraduate students of the specialization course in UX Design, Information Architecture and Usability and Fundamentals of Prototyping and Application Design.

**Senior UX Designer, Equinix**

Dec 2020 to Jan 2022

- Led the creation and maintenance of a client-facing Design System, ensuring consistency, scalability, and adaptability across white label products.
- Product designer for Managed Backup, Disaster Recovery (MDR), and Smart Data projects.
- Designed end-to-end experiences, including user flows, information architecture, wireframes, and high-fidelity prototypes for mobile (iOS/Android) and web.
- Created scalable navigation flows to support integrations with third-party platforms (white label solutions).
- Facilitated lean design workshops, incorporating UX practices into problem framing and agile development.
- Collaborated across technical and business teams to align design solutions with product roadmap goals.

**Main Results obtained at Equinix:**

- Reduced average time to complete a backup setup by 31%, improving user productivity and system onboarding, as well as improved CSAT scores for the Managed Backup product from 60% to 78% post-redesign, reflecting enhanced user experience and satisfaction.
- Gained experience with various remote dynamics for experience design with facilitation of varied workshops from Equinix teams spread across the globe including Europe, Latin America and the United States.

## ***UX Lead, Blu Pagamentos***

June 2019 to April 2020

- Development of Blu Design System.
- Design management and team leadership for the Payment squads
- Strategic leadership and vision for the Ux organization acting upon mobile and web products (iOS/Android)
- UI and UX execution with navigable high-fidelity and low-fidelity prototypes for Blu SaaS.
- Creation of wireframes, understanding of information architecture and execution of interfaces.

### ***Main Results obtained at Blu:***

- Statement Redesign
- Design system implementation.

## ***UX Researcher, 13 Robotics***

July 2016 to May 2019

- UX Designer responsible for the UI of the EMMA System, which performs maintenance of turbines in hydroelectric plants within their operational environments.
- Developed and facilitated task analysis workflows to identify pain points and optimize usability, refining product workflows to enhance efficiency and user satisfaction.
- Preparation of reports and laboratory tests.
- Quantitative and qualitative data analysis techniques to evaluate and improve product results, resulting in data-driven insights that informed product iterations and optimization.
- Development of applied research with design guidelines for robotic systems as part of the master's thesis.

### ***Main Results obtained at 13 Robotics:***

- Master's Thesis: Design of Graphical Interfaces for Robotic Systems: A Study of Usability and Human-Machine Interaction

## ***UX Researcher, LEAD COPPE***

October 2013 to may 2016

- UX Designer responsible for the ROSA System UI, which aims to monitor the operation of inserting and removing maintenance gate panels (Stoplogs), mitigating risks and optimizing the process, reducing machine downtime.
- Creation of wireframes, understanding of information architecture and execution of interfaces software development.
- Conducted qualitative research studies in Jirau Hydroelectric Power Plant (UHE) through in-depth interviews inside, and observational techniques to uncover user motivations and behaviors for ROSA.
- Executed quantitative research methods, including surveys and A/B testing, to analyze user preferences and validate design decisions with data.

- Performed field research and shadowing sessions to observe real-life interactions with products, gathering contextual insights to drive user-centered design improvements.

### **Main Results obtained at 13 Robotics:**

- UI Design for ROSA Application

### **UI Designer, Big Park Microsoft Game Studios**

10/2009 to 12/2012

- Creation of interfaces for XBOX console games.
- Development of wireframes and information architecture for games
- Prototyping and UI for XBOX Live product screens (NHL and UFC)
- Design of Kinect Joy Ride and Kinect Sports 2 screens
- Research and visual design for visual language and tone of games

### **ACADEMIC**

#### **Pontifícia Universidade Católica, 2018 (Brazil)**

Master's Degree in Ergonomics, Usability and Human-Computer Interaction

#### **Vancouver Film School, 2009 (Canada)**

Design Digital Diploma - Vancouver Film School 2009 (VFS)

#### **Illinois Tech, 2007 (United States)**

Bachelors of Science in Professional and Technical Communication, with a minor in Media Arts

### **POST GRAD CERTIFICATIONS**

#### **Le Wagon RJ, 2018**

Coding Bootcamp

#### **UBC Project Management Certificate, 2012**

University of British Columbia (UBC)