



Lucas Piffer · Strategic Product Designer

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LOCATION

São Paulo, SP, Brazil

LINKEDIN

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Profile

I'm a strategic Product Designer with three years of hands-on experience taking digital products from understanding the business to delivering the solution.

My focus is decoding business rules before designing a single screen. I work well with companies going through operational optimization, whether they're organizing a process that's still manual or building a system that needs to keep up with team growth.

Before design, I spent years in operations and customer experience, which gave me an instinct for understanding how a company actually works on the inside. Today that's part of my UX process: qualitative and quantitative research, user interviews, Figma prototyping, and documented handoff for development teams.

Bachelor's degree in International Relations, with academic exchange in the United States, Canada, and France, postgraduate degrees in Business Management and Project Management, and an MBA in UX Design and User Research from UNIFATEC, in partnership with the Toronto School of Management.

Skills

Product Strategy

UX Research

UI Design (Interface prototyping)

Design Thinking

Problem-Solving

Stakeholder Management

Strategic Planning

Communication

Data Analysis

Tools

Figma

Notion

Claude

Trello

Experience

Refúgios Urbanos

03/2026 - present

Product Owner (CRM) & UX Specialist

- **Strategic CRM Management:** acting as the focal point for removing bottlenecks, prioritizing improvements with the development team, and actively listening to stakeholders (Agents and Legal).
- **Product Cycle & UX:** responsible for scoping, prototyping, and usability testing of critical modules (Acquisition, Property Management, Legal Panel, and Agent X-Ray).
- **Quality and Lead Journey:** continuous QA on the Site-CRM integration and structuring of multichannel notification flows (WhatsApp, Email, System).
- **Enablement & Training:** leading new-user onboarding and creating process materials to ensure full adoption of the tools.

WeFit

10/2025 - 02/2026

Product Designer

- User research (quantitative/qualitative), benchmarking, and journeys;
- High-fidelity prototyping and validation with stakeholders;
- Documentation of components, interactions, and business rules;
- Development support, User Story writing, and functional QA;
- Facilitation of agile ceremonies and strategic alignment.

Freelance · Self-employed

04/2023 - present

Product Designer · Clients: Palitec and Refúgios Urbanos

- **End-to-end UX strategy:** unifying multiple fragmented pieces of software into a single platform, aligned with each department's business rules.
 - **Triple Track Agile:** full product-cycle management (Discovery, Delivery, and Empathize).
 - **UX Research:** conducting research (quantitative/qualitative) and interviews to map pain points and needs.
 - **Facilitation:** leading workshops and agile dynamics to co-create strategic solutions.
 - **Project Management:** defining technical requirements, schedules, and system planning.
 - **UI Design (Figma):** prototyping interfaces focused on usability and technical feasibility.
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Nubank Brasil

06/2017 - 03/2022

Administrative Analyst (Operations Management)

- Analysis of team results through budget control and tracking, plus metric formulation and analysis;
 - Administrative and financial reporting of the area to leadership;
 - Supervision and hiring of vendors and outsourced service providers;
 - Building maintenance management.
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Nubank Brasil

10/2015 - 05/2017

Customer Excellence Supervisor | Quality Specialist

- Evaluation and monitoring of the customer service team (Customer Experience Team), ensuring quality and excellence in processes, information, and tone of voice.
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BR-Visa Immigration Solutions

07/2014 - 09/2015

Junior Account Manager

- Management of immigration consulting accounts, providing support on immigration matters for Brazil and other countries around the world.
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Education

MBA in UX Design and User Research

2023 - 2024

UNIFATEC, in collaboration with Toronto School of Management

Postgraduate degree in Project Management

2020 - 2021

Anhembi Morumbi

Postgraduate degree in Business Management

2017 - 2018

Centro Universitário SENAC

Bachelor's degree in International Relations

2010 - 2013

Faculdades Integradas Rio Branco

Certificates

- **UX, UI and Product Design Certification:** UX Unicórnio, São Paulo, Brazil
- **EF SET English Certificate:** C2 Proficient, score 73/100 (September 2026).
cert.efset.org/vgCpSA
- **English Certificate:** Zoni Language, Miami Beach
- **Certificat de Stage:** Alliance Française, Lyon, France
- **Certificat de Succès:** LSC Montréal, Canada
- **French Certificate:** Alliance Française, São Paulo, Brazil