

Tatiane Rausch

Senior / Staff Product Designer | Banking & Financial Products
UX Strategy | Discovery to Delivery | FBB100 — FEBRABAN



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SUMMARY

Senior Product Designer with over 20 years of experience in Design and UX/UI, specializing in user research, experience strategy, and digital product evolution across B2B and B2C environments. Experienced across the full product lifecycle, from Discovery to Delivery, particularly in financial services, including payroll-deducted loans, CDC (direct consumer credit), credit cards, and investments. Focused on fraud prevention, Anti-Money Laundering (AML), and designing secure, accessible, and intuitive user journeys that balance user protection, risk mitigation, and business objectives. Experienced in usability testing, benchmarking, behavioral analysis, Design Systems, and applying data protection principles under Brazil's LGPD. Holds a degree in Product Design from IFSC (Brazil), a Master's degree in Visual Arts and Education from the University of Granada (UGR, Spain), and certifications in Digital Product Leadership, AI for Product Managers, and FBB 100 — Complete Banking Correspondent Certification. Dual Brazilian and Spanish citizenship.

EXPERIENCES

Senior Product Designer

Jun 2025 — Today

Deal (C6 Bank) | São Paulo, Brazil (remote)

KPIs Conversion rate, retention, and return.

- Design and evolution of digital experiences for Payroll Loan products within the app.
- Discovery, benchmarking, journey mapping, prototyping, and solution validation, focusing on simplicity, usability, and scalability.
- Joint work with Product and Tech to prioritize initiatives and balance user needs, business goals, and technical feasibility.
- Recognition as a culture guardian by Deal.

Senior Product Designer

Sep 2024 — Dec 2024

HUB XP (Afya Medicine) | São Paulo, Brazil (remote – 3-month contract)

KPIs Adoption rate and conversion across multiple products.

- Interactive and responsive prototyping for desktop, tablet, and mobile in the portal's logged-in area.
- Interviews and usability testing to validate features and identify improvements in components and information architecture.
- Design System documentation and participation in product stages, from benchmarking to MVP launch.

Senior Product Designer/UX/UI

Jul 2023 — Jun 2024

Bplus (AXS Solar System Energy) | São Bento do Sul, Brazil (remote)

KPIs Acquisition and retention rate (client portfolio growth).

- Design of a mobile sales and management solution for representatives, focusing on lead conversion and user journey.
- Benchmarks, usability testing, and redesign of the logged-in area; funnel analysis, heatmaps, and user behavior with Microsoft Clarity.
- Leadership of the Go Green portal project from roadmap to launch, including style guide creation and reusable components.

Head Designer

Mar 2023 — Sep 2024

App Minha Faxina (Creator) | Balneário Camboriú, Brazil (remote)

KPIs Acquisition, retention, and return rates.

- Conception and launch of a mobile application for residential cleaning services, reaching 1,000 downloads in the first month.
- Product experience and automated Android solution using Figma and Bubble; project registered with INPI.

Senior UX/UI Designer

Sep 2022 — Jan 2023

Connectis (BB Bank) | São Paulo, Brazil (remote)

KPIs Adoption rate and conversion across multiple products.

- Benchmarking, heuristic analysis, journey mapping, and mobile prototyping for credit card solutions.
- Standardization of UI components and collaboration with Product and development teams.

Senior UI/UI Designer

Nov 2021 — Sep 2022

Capgemini (BB Bank) | São Paulo, Brazil (remote)

KPIs Adoption rate and conversion across multiple products.

- Research, interviews, usability testing, and benchmarking for credit and investment journeys.
- High-fidelity prototypes and feature validation; review of UX Writing and tone of voice.
- Collaboration with Banco do Brasil senior leadership on future vision agendas.
- Lean Inception workshops with stakeholders to assist in product definition.

Senior UX/UI Designer

Jun 2021 — Nov 2021

Governança Brasil (GOVBR) | Rio de Janeiro, Brazil (remote)

KPIs Adoption and return rate.

- Design of data governance platforms for municipal governments, with focus on LGPD/privacy and accessibility (eMAG/WCAG).
- Style guide creation, research, and testing; 10% increase in platform user adoption rate.

Head Designer

Mar 2003 — Dec 2020

Design Balneário (Own agency) | Balneário Camboriú, Brazil (remote)

KPIs Adoption, retention, and return rates.

- Generalist role in web design, graphic design, product design, and brand communications across diverse sectors.
- 40% growth in client base over the years through loyalty strategies and focus on deliverable quality.

UI/UX Designer

Sep 2013 — Mar 2014

Museo CajaGranada | Granada, Spain

KPIs Adoption and return rate.

- Visitor research through observational study and questionnaires.
- Orientation and wayfinding improvements associated with a 15% increase in visitor dwell time.

EDUCATION

Master's Degree, Visual Arts and Education (Constructionist Approach)

2014

Universidad de Granada (UGR) - Bellas Artes, Granada, Spain

Bachelor's Degree, Technology in Product Design

2012

Instituto Federal Santa Catarina (IFSC), Florianópolis, Brazil

SKILLS

Competencies: Product Design • Discovery • Experience Strategy • UX Research • User Journeys • Information Architecture • Prototyping • Usability Testing • Design Systems • Accessibility • Benchmarking • UX Writing • Product Metrics

Tools: Figma • Miro • Maze • Adobe XD • Jira • Notion • Trello • Teams • Power BI • ChatGPT • Gemini

LANGUAGES

Spanish ●●●●●

English ●●●

CERTIFICATIONS

FBB100 Full Correspondent + LGPD

2026

Febraban

Digital Product Leadership

2025

Tera

IA para Product Manager

2025

Tera

UX Research

2022

Udemy