

Giulia Bins

Staff Product Designer · AI-native

U.S. and Brazilian citizen · Remote from Rio de Janeiro · Works U.S. Eastern hours
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Staff Product Designer focused on AI products, agents and design systems, with 10 years across fintech, marketplaces, e-commerce and B2B SaaS. I take products from a rough problem to launch and measure what happens after. I design and ship in code with Claude Code, and I use AI to validate ideas in weeks instead of months.

Experience

APR 2026 – OCT 2026

Staff Product Designer · Tradeverifyd

Remote, U.S. Series A startup: a supply chain intelligence platform, queried through an AI analyst.

- **Shipped design straight to engineering as GitHub pull requests** with Claude Code: **84 PRs authored**, 65 merged. Ramped up fast on U.S. trade regulation and supply chain logistics.
- **Created DS Police,** a CI check with lint rules and an AI reviewer that flags design system violations on every pull request, then cleaned up the product: **139 violations across 56 files, down to 0**.
- **Merged two parallel design systems into one** (39 of 41 epic issues): rebuilt Storybook, a nine-step type scale as tokens, and a color palette chosen by measured contrast to fix WCAG AA failures.
- **Redesigned the product's most used screen,** which customers found overloaded: measured the noise, cut what didn't help and ranked suppliers by risk, prototyped with production components.
- **Turned the design function into Claude Code agents** the whole team used: design judgment, UX writer and design system reviewer, so design kept pace with a fast-moving team.

FEB 2025 – JAN 2026

Staff Product Designer · will bank

Brazilian digital bank. Led design for commissioned products: insurance, mobile top-up and capitalization. The role ended when Brazil's Central Bank liquidated the bank.

- **Launched card insurance bundled with Disney+: 16,139 policies in the first month**, 20% above target, and a 433.6% lift in sign-ups from Home. Took part in the partnership negotiation with Disney, presenting in English.
- **Created a no-code fake door method** (server-driven UI, Figma Sites, Clarity) that cut validation **from 2 months to 2 weeks** with no engineering time. Tested with 184,755 customers: Disney+ lifted interest by 28.5% to 76.7%, so we built the product.
- **Designed contextual offers across the app,** placed right after the moments they make sense, each one measured. After a Pix, the new offer lifted **conversion 49% and revenue 222%**. A prize draw argument converted 240% better than a seasonal one.
- **Built AI research tooling:** a JTBD interview bot (n8n, Figma Make) and a personalization test where 6,893 people built their own insurance, mapping coverage, bundles and price. Both became the benchmark for other teams.

Experience

OCT 2024 – FEB 2025

Product Design Specialist, AI · Nuvemshop

Remote. Latin America's largest e-commerce platform, working with a team in Argentina.

- **Designed the setup of Nuvemchat,** an AI assistant that answers a store's customers on WhatsApp: five steps merchants complete on their own, from the assistant's personality to **testing it as a customer** before it talks to anyone. It went live in the store admin.
- **Ran the research behind it,** in Spanish, with 7 merchants and 18 opportunities mapped. Setup only felt easy because sales did it with them, and merchants checked every conversation to trust the assistant.
- **Designed the assistant's knowledge library,** topic by topic, with a switch to send any subject to a person, and an AI assistant that helps merchants improve their store.

AUG 2019 – OCT 2024

UX Strategy Lead · OLX Brasil, 2021 – 2024
Product Designer Specialist · OLX Brasil, 2019 – 2021

One of Brazil's largest online marketplaces. Led the Global Experience team while designing inside the chat squad.

- **Led the global navigation redesign** for web, Android and iOS, from the sitemap to a tested bottom navigation. In the A/B test: **+430% clicks on Explore**, +51.9% on Account, +23.3% clicks to post an ad. OLX later adopted it across its apps.
- **Designed the buyer-seller chat:** photo and video sharing, tabs and favorites, and a study with **16,902 respondents** on why people stop replying.
- **Led the accessibility group** and shared a company-wide diagnosis backed by real usage data, which drove fixes across the product.
- **Led the 2024 "ideal negotiation" discovery:** opportunity solution tree, workshops with OLX and ZAP designers, and concept validation with users.

2018 – 2019

UX Designer · Prudential do Brasil

Took the paper insurance claim process to a web flow used by Life Planners.

2016 – 2018

UX Design Manager · MJV Technology & Innovation

Led UX teams on client projects for SulAmérica, Telecine Play, Embraer and Reserva.

2014 – 2015

Product Design Intern · Globo.com

Skills

Product design: product strategy, end-to-end design, prototyping in code and Figma, UX writing, accessibility (WCAG)

AI and agents: AI product design, agent and chat UX, conversational design, human handoff, AI-assisted research and design review

Research and experimentation: user interviews, surveys, JTBD, fake door tests, A/B testing

Design systems: tokens, components, Storybook, design QA in CI

Tools: Claude Code, Cursor, Codex, Figma, Figma Make, FigJam, Storybook, GitHub, n8n, Clarity

Education

B.Des. in Digital Media Design
PUC-Rio · 2011 – 2015

Languages

Portuguese, native · English, fluent
Spanish, professional · French, basic