Elizandra Mazuco

Senior Product Designer

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Summary

Senior Product Designer with 10+ years of experience creating digital products and 5+ years dedicated to Product Design. Specialized in e-commerce, Web3, Design Systems, UX Research and Conversion Rate Optimization (CRO). Experienced leading end-to-end product design, partnering with cross-functional teams, using data and experimentation to drive measurable business outcomes.

Skills

Proficient: Product Strategy, Product Discovery, UX/UI Design, Design Systems, User Research, Information Architecture, User Flows, Journey Mapping, Wireframing, Prototyping, Figma, A/B Testing, Experimentation, CRO, Accessibility, Analytics, Google Analytics, Hotjar, Stakeholder Management, Cross-functional Collaboration, Agile, HTML, CSS, WordPress, Elementor

Professional Experience

Senior Product Designer (Contract)

Feb 2025 - Present
Whirlpool Corporation

- Lead end-to-end UX for North American e-commerce platforms across multiple brands.
- Facilitate product discovery with stakeholders to define business objectives and prioritize opportunities.
- Create information architecture, user flows, wireframes, high-fidelity designs and interactive prototypes.
- Analyze user behavior through Google Analytics and heatmaps to support data-informed decisions.
- Plan and execute A/B tests, card sorting and user interviews.
- Delivered a 53% reduction in subscription cancellations and a 36% increase in new subscriptions.

Product UI/UX Designer
Oct 2021 - Feb 2025
Pollum

- Designed Web3 products including wallets, bridges, swaps, NFT marketplace and protocol coverage.
- Built scalable Design Systems and reusable components.
- Designed native mobile applications for iOS and Android.
- Collected user feedback from Discord and Telegram communities to inform product decisions.

Web Designer / UI Designer
Apr 2012 - Sep 2021
CERTI Foundation

- Designed and developed responsive websites, landing pages and e-commerce platforms.
- Worked with HTML, CSS, Bootstrap, WordPress and Elementor.
- Applied analytics, usability principles and mobile-first design.

Key technologies: HTML, CSS, Bootstrap, WordPress, Elementor

Education

MBA in Interaction Design
XP Education

Bachelor's Degree in Graphic and Product Design
UNISUL

Certificates

Figma – Scalable Design Systems · cfPRO

Web Design for Usability · Interaction Design Foundation

Languages

English - C1 · Brazilian Portuguese - Native