

Elizandra Mazuco

Senior Product Designer

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Professional 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.

Selected Achievements

- Reduced subscription cancellations by 53% and increased new subscriptions by 36% through UX research, experimentation and iterative design.
- Designed scalable Design Systems for Web3 and e-commerce products.
- Led end-to-end product discovery using analytics, heatmaps, card sorting, user interviews and stakeholder workshops.
- Designed experiences for Whirlpool, KitchenAid, Maytag, Amana, Gladiator and InsidePass.

Core Skills

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

Whirlpool Corporation | Senior Product Designer (Contract)

Feb 2025 – Present

- 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.

Pollum | Product UI/UX Designer

Oct 2021 – Feb 2025

- 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.

CERTI Foundation | Web Designer / UI Designer

Apr 2012 – Sep 2021

- 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.

Education

MBA in Interaction Design — XP Education

Bachelor's Degree in Graphic and Product Design — UNISUL

Certifications

Figma – Scalable Design Systems (cfPRO)

Web Design for Usability (Interaction Design Foundation)

Languages

English C1

Brazilian Portuguese Native