

Jannayna Amorim

Product Designer

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PROFILE

Product Designer with 6 years of experience designing complex B2B systems for finance, data management and accounting. I combine end-to-end product design (research, requirements, prototyping and visual interaction) with systems thinking approach backed by anthropology, futures design and sustainability studies. For the past 2 years, I have used AI tools such Claude, v0 and Cursor to turn ideas into functional, testable prototypes, validating flows with users and stakeholders earlier in the process.

WORK EXPERIENCE

Rye Labs

Product Designer

Remote

April 2023 - Present

- Co-redesigned the homepage of a B2B platform called Dunsguide for SMEs to request their D-U-N-S Number, manage their public profile, users and plan services, contributing to a **129% increase in Quarterly Active Users**.
- Built AI-assisted prototyping with Claude, v0, Cursor to build functional prototypes used to validate ideas with users and internal stakeholders, speeding up testing and making it possible to explore complex solutions that before wasn't possible.
- Partnered with PMs to analyze product data and user behavior, defining metrics and requirements that shaped new features and drove **\$300K+ in incremental revenue**.
- Mapped user, system and operations flows to improve operations systems and processes, generating **\$15K+ in operational efficiency gains**.
- Contributed to the design system, creating components and improving consistency across the product.

Finove

User Experience Designer

Remote

December 2021 - March 2023

- Led the end-to-end redesign of the credit application flow for business clients, using data analysis to identify friction points and simplify the process.
- Planned and conducted research with operations and management teams, redesigning internal dashboards and processes around their real workflow.
- Identified opportunities and pain points across buyer, supplier and operational journeys, turning them into prioritized features on the product roadmap.
- Partnered with engineering and business teams to define requirements and credit-related business rules, guiding feature development across the platform.

CIAL Dun & Bradstreet

User Experience Designer

Remote

April 2021 - December 2021

- Led the redesign of Report Ordering, one of the company's top revenue features, from research to final design.
- Planned and conducted primary and secondary research, then facilitated cross-functional workshops to synthesize findings and align stakeholders on next steps.
- Defined the copywriting strategy for Report Ordering through exploration, and testing with users.
- Designed user flows, wireframes and prototypes for C360, the company's enterprise B2B platform for business data and risk analysis.

Agilize - Online Accounting

User Experience Designer

Remote

March 2020 - March 2021

- Implemented research processes and best practices from the ground up, helping build a design and research culture and advocating for user needs with product leadership and C-level executives.

- Led research for a new, highly complex HR module, combining in-depth interviews, surveys, concept testing and market analysis, and translated insights into flows and prototypes.
- Conducted product discovery to simplify business registration with brazilian government agencies, mapping a fragmented bureaucratic process into a clearer customer journey.
- Identified opportunities across customer and internal team journeys, proposing automation to reduce manual work in accounting operations.

EARLIER EXPERIENCE

IFRN - Distance Learning Department - UX Designer - 2016-2017 - User research, UX audits and interface design for a distance learning platform (MOOC).

EDUCATION

Pontifícia Universidade Católica de Minas Gerais <i>Postgraduate Diploma in Futures design, innovation, and strategy</i>	Natal, Brazil <i>September 2024 - December 2025</i>
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Universidade Federal do Rio Grande do Norte <i>Master's coursework in Social Anthropology (Not completed)</i>	Natal, Brazil <i>March 2018 - March 2019</i>
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Universidade Federal do Rio Grande do Norte <i>Design Bachelor's Degree</i>	Natal, Brazil <i>Graduation Date: January 2015</i>
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Carleton University <i>Industrial Design Bachelor's Degree - Exchange</i>	Ottawa, Canada <i>January 2014 - December 2014</i>
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COURSES

UX Change Academy <i>Nature-Centered Design</i>	<i>Completed: August 2026</i>
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Green Software Foundation <i>Green Software Practitioner</i>	<i>Completed: January 2026</i>
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Tera <i>Data Analytics</i>	<i>Completed: July 2024</i>
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Product School <i>Product Analytics Micro-Certification (PAC)</i>	<i>Completed: November 2022</i>
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Meiuca <i>Design System Specialist</i>	<i>Completed: November 2022</i>
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EDIT.SP <i>Workshop Customer Journey Map</i>	<i>Completed: September 2021</i>
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LANGUAGES, SKILLS & INTERESTS

Languages: English (Fluent) | Portuguese (Native)

Research & Strategy: User research (Qualitative & Quantitative) | Usability testing | Product discovery | Journey mapping | Service blueprints | Workshop facilitation | Futures design | Nature-Centered Design

Tools: Figma | Claude | v0 | Cursor

Interests: Futures design | Sustainability & Regenerative Design | Analytics | B2B systems