

Renato Contaifer



Senior Product Designer - Remote, based in Brazil

Email - hi@renatocontaifer.me

LinkedIn - [linkedin.com/in/renatocontaifer](https://www.linkedin.com/in/renatocontaifer)

Portfolio - renatocontaifer.me

I design growth-driven B2B and B2C SaaS experiences that convert, retain and delight users. **With 15+ years of experience, I've helped global startups and enterprise brands** (NBCU, BMW, Constellation, Evino, Loft) to ship products fast and scale impact.

I thrive at the intersection of conversion, usability, product vision and craft, turning complex workflows into intuitive, engaging experiences. Remote-first since 2010, I thrive in async collaboration and distributed environments. I've been collaborating with Founders, Product Managers, and Engineers, whether building a first MVP, refining an existing product, or scaling design for growth.

Core Skills

- **Product Design (UX/UI)** - MVP to scale, dashboards, transactional flows.
- **Growth & Conversion** - Onboarding, activation, monetization, engagement.
- **Design Systems** - Scalable patterns ensuring consistency..
- **User Research & Data-Driven UX** - Journeys, flows, validation, funnel optimization.
- **Web & Visual Design** - High-converting landing pages with persuasive copy.
- **AI Prototyping & Interaction Design** - High-fidelity, smooth interactions.
- **Remote Collaboration** - Async communication, distributed teams collaboration

Primary Tools: Figma, Figjam, Framer, Lovable AI

Other Skills: Copywriting, Webflow, HTML, CSS

Selected Highlights

- **NBCU Spot On Auto (2024-2025)** - Designed ad-buying SaaS for dealerships, **enabling hundreds of auto retailers to advertise** in NBCU TV and Live Sports.
- **BMW Digital Program (2024)** - Designed a landing page and enrollment flow, **doubling client conversion**.
- **Evino (2016-2017)** - Led UX revamp of **one of Brazil's largest wine e-commerces**. Increased wine discovery and boosted sales.
- **Officeless (2019-2022)** - Built digital products + remote-first education hub. Scaled to **R\$10MM/year revenue** with a small distributed team.

Experience

Senior Product Designer

Constellation · NYC · Remote (2023 - now)

- Designed SaaS features for global auto brands (BMW, JLR, Nissan, VW).
- Launched BMW enrollment landing page (+100% conversion).
- Enabled scalable ad campaigns across NBCUniversal inventory.

Product Designer, Remote Work Mentor

Officeless · Remote (2019 - 2022)

- Designed educational products, scaled to millions of views and 7-figure revenue.
- Mentored distributed teams, shaping async collaboration practices.

Senior Product Designer

Startaê · Remote (2016 - 2019)

- Helped startups achieve product-market fit and secure funding.
- Led Evino UX revamp. Lifted sales by streamlining discovery.

(Earlier experience: UX/UI Designer @ Isobar, Frontend @ Café das 4)

Language

 **English** (Advanced)

 **Portuguese** (Native)

 **Spanish** (Basic)