

# Bianca Antonini, Senior Product Designer

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Open to remote work · Experience working remotely with US teams · US B1/B2 visa (business travel)

## LINKS

[LinkedIn](#), [Portfolio](#)

## PROFILE

Senior Product Designer with 7+ years in tech and 4+ years focused on product design, specialized in AI-driven and fintech products. Leads design end to end, from discovery to delivery, and carries it past the handoff: ships front-end in code and builds the CRM workflows that turn leads into customers.

## IMPACT SNAPSHOT

- Increased product retention from 7% to 37% through a full onboarding redesign
- Reduced support tickets by 87% through core UX improvements
- +70% contract conversions and 2x app downloads at SavingsClub
- Took WhatsApp delivery from 1.7% to 88.9% in two weeks
- #2 Product Hunt launch with WizardShot

## EMPLOYMENT HISTORY

Feb 2026 - Present

### Lead Product Designer, Savings Club

Miami

Returned to SavingsClub, a product I helped launch in 2020, to lead design and growth for its new phase: brand, website, signup flow and the sales funnel, from landing page to CRM messaging.

- Redesigned the brand and web experience, and shipped the new website and signup flow in code (Next.js, React) with AI-assisted development, through pull requests reviewed by engineering
- Found 932 monthly views landing on 404 pages and a calculator with no next step; rebuilt the navigation and unified every CTA into one path to the contract
- Built the CRM workflows in HighLevel for email, WhatsApp and SMS across the webinar sales funnel
- Took WhatsApp delivery from 1.7% to 88.9% in two weeks by rebuilding the messages as Meta utility templates, which fixed failures on US numbers
- Rewrote the email templates; together with engineering's fix to sender authentication, open rate rose from 4.7% to 21.1%, with zero spam complaints across 3,727 sends
- Added TCPA-compliant SMS opt-in to landing pages and the signup flow, which got the SMS number approved
- Leading the app redesign and the design system, guided by user interviews, usability tests and support feedback

Dec 2023 - Feb 2026

### Product Designer (promoted to Lead), Helpjuice

Miami

Joined as a mid-level designer and grew into Lead. Turned a dated knowledge base with no design process into an AI-powered SaaS used by Amazon, Shipt, and ZoomInfo.

- Redesigned onboarding, increasing retention from 7% to 37%
- Improved core UX flows, reducing support tickets by 87%
- Conceived and designed AI features (AI Search, Chatbot, AI rewriting) and contributed to Swifty, an AI agent used as a sales differentiator
- Launched WizardShot (#2 Product Hunt of the Day) and led the full website redesign, improving signup conversion
- Built the design system, processes and standards from scratch, and mentored a design intern

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| Aug 2021 - Dec 2023 | <b>Junior Product Designer, XNV (SavingsClub)</b> <div>Texas</div> <div>Startup Studio embedded in the SavingsClub product team, building the product from zero through growth.</div> <ul style="list-style-type: none"><li>Redesigned the acquisition flow, increasing contract conversion by 70%</li><li>Reworked the app design, doubling downloads, and optimized the homepage, cutting bounce rate by 30%</li><li>Acquisition improvements grew the waiting list by 40%</li></ul> |
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|---------------------|-------------------------------------------------------------|
| Nov 2019 - Feb 2021 | <b>IT Apprentice, PushStart Studio</b> <div>São Paulo</div> |
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SKILLS

**Competencies**  
Product discovery & delivery · User research & usability testing · Design systems · Interaction & UI design · Information architecture · Accessibility · Data-driven design & A/B testing · AI-driven design · UX writing · Growth & funnel design · CRM & lifecycle messaging · AI-assisted front-end · Design leadership

**Tools**  
Figma, FigJam, Maze, Hotjar, Mixpanel, Google Analytics, HighLevel (CRM), WhatsApp Business, Git/GitHub, Claude Code, Linear, ChatGPT, Gemini

EDUCATION

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|---------------------|----------------------------------------------------------------------------------|
| Feb 2025 - Present  | <b>Postgraduate in UX Design, PUC</b>                                            |
| Feb 2022 - Dec 2024 | <b>Bachelor's in Systems Analysis and Development, Cruzeiro do Sul (UNICSUL)</b> |
| Jan 2018 - Jul 2019 | <b>Technical Course in IT, Etec Jaraguá</b>                                      |

ADDITIONAL TRAINING

UX Writing, Amanda Moura Editorial (2025) · UX Design, with Leonardo Ferreira (2023) · Agile Methods, Udemy (2022)

LANGUAGES

**Portuguese** Native · **English** Fluent · **Spanish** Intermediate