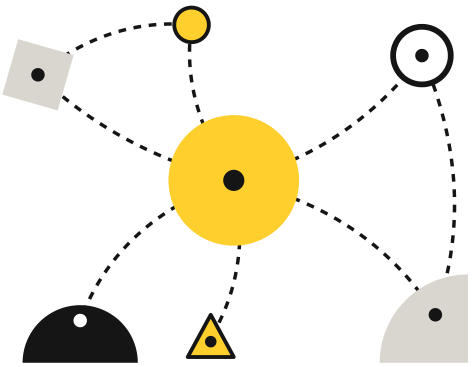
Giulia Bins



Staff Product Designer · AI-native

U.S. citizen · Remote from Rio de Janeiro, Brazil · Works US Eastern hours
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Staff product designer with 10 years across B2B SaaS, fintech, e-commerce, and marketplaces. I work AI-native: I use AI to validate ideas in weeks instead of months, and I ship design straight to engineering through GitHub with Claude Code. Deep experience in chat and AI agents, rapid experimentation, and design systems.

EXPERIENCE

APR 2026 – OCT 2026

Tradeverifyd · Staff Product Designer

Remote, US. Series A startup: supply chain intelligence for compliance and procurement teams, queried through an AI analyst.

- **Learned a new domain and a new way of working.** Ramped up on US trade compliance (sanctions, forced labor law) and supply chain logistics. Shipped design to engineering as GitHub pull requests using Claude Code: **84 PRs authored**, 65 merged.
- **Created DS Police,** a CI check with lint rules and an AI reviewer that flags design system violations on every pull request. Then cleaned up the whole product: **139 violations across 56 files, down to 0**.
- **Restructured the design system (39 of 41 epic issues).** Merged two parallel systems into one, rebuilt Storybook, and set the foundations: a nine-step type scale as tokens and a color palette chosen by measured contrast, fixing WCAG AA failures.
- **Redesigned the product's core screen,** which customers found confusing and overloaded. Measured the noise, cut what didn't help, and ranked suppliers by risk so customers could find what matters at a glance. Prototyped with production components.
- **Moved design into the code layer.** Designing in Figma would have slowed a fast-moving team, so I turned the design function into Claude Code agents the whole team used: design judgment, UX writer, and design system reviewer.

FEB 2025 – JAN 2026

will bank · Staff Product Designer

Brazilian digital bank. Led design for commissioned products: insurance, mobile top-up, and capitalization. The role ended when the bank was liquidated by Brazil's Central Bank.

- **Launched card insurance bundled with Disney+: 16,139 policies in the first month**, 20% above target, and a 433.6% lift in sign-ups from Home. Took part in the partnership negotiation with Disney, presenting in English.
- **Created a no-code fake door method** (server-driven UI, Figma Sites, Clarity) that cut validation **from 2 months to 2 weeks** with no engineering time. Tested with 184,755 customers.
- **Built AI research tooling:** a JTBD interview bot (n8n, Figma Make) and a personalization test with 6,893 users mapping coverage, bundles, and price elasticity. Both became the benchmark for other teams.

EXPERIENCE, CONTINUED

OCT 2024 – FEB 2025

Nuvemshop · Product Design Specialist, AI

Remote. Latin America's largest e-commerce platform, working with a team in Argentina.

- **Designed how merchants set up an AI sales agent** that sells for them in chat: the experience of instructing and steering the agent, not only the chat itself.
- **Designed an AI assistant that helps merchants build their store,** improving product images and suggesting what to fix.
- Ran user research in Spanish.

AUG 2019 – OCT 2024

OLX Brasil · UX Strategy Lead, 2021 – 2024

Product Designer Specialist, 2019 – 2021

One of Brazil's largest online marketplaces. Design lead while also designing inside the chat squad.

- **Led the Global Experience team** and redesigned the navigation for web, Android, and iOS. In tests: **+430% clicks on Explore**, +51.9% on Account. OLX later adopted the bottom navigation we designed across its apps and mobile web.
- **Designed the buyer-seller chat:** photo and video sharing, tabs and favorites, and a study with **16,902 respondents** on why users stop replying.
- **Led the accessibility group** and shared a company-wide diagnosis backed by real usage data, which drove fixes across the product.
- **Led the 2024 "ideal negotiation" discovery:** opportunity solution tree, workshops with OLX and Zap designers, and concept validation with users.

2014 – 2019

Earlier

- **Prudential do Brasil**, UX Designer · 2018 – 2019. Took the paper insurance claim process to a web flow used by Life Planners.
- **MJV Technology & Innovation**, UX Design Manager · 2016 – 2018. Led UX teams on client projects for SulAmérica, Telecine Play, Embraer, and Reserva.
- **Globo.com**, Product design intern · 2014 – 2015

SKILLS

Design · product strategy, design systems, chat and AI agent experiences, data-heavy B2B products, UX writing, accessibility, research

AI workflow · Claude Code (agents, skills, GitHub PRs), AI-assisted research and design review

Tools · Figma, Figma Make, Storybook, GitHub, n8n, Clarity

LANGUAGES

Portuguese, native
English, fluent
Spanish, professional

EDUCATION

PUC-Rio
B.Des. in Digital Media Design
2011 – 2015