Larissa Gusmão

Product Designer · Consumer & AI products · Design systems

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Portuguese (native) · English (fluent)

SUMMARY

Product designer with four years in product design, three of them remote with US teams in EdTech and digital mental health, after seven years as a bilingual teacher. On a planned sabbatical since February 2026, open to remote roles or relocation.

EXPERIENCE

Product Designer, Nerdy (Varsity Tutors)

Mar 2024 – Jan 2026 · Remote · EdTech

- **Design system:** Led the day-to-day rebuild of the Figma library shared by three products, matched 1:1 to the code and built on themes. About 80% fewer design-related tickets after UAT.
- **Scheduler widget:** Audited 13 scenarios and simplified them to 2 states over two releases. First-week session attendance 78.7% vs 74.4% for the old widget.
- **Consumer activation:** Worked with the VP of Product on the path from purchase to first session. 31% fewer cancellations.
- **In-app messenger:** Shipped a redesign in 30 days with Cursor and GitHub. Messages sent up 14.7% in three weeks.

UX Designer, Youper

Sep 2022 – Dec 2023 · Remote · Mental health

- Only designer at a six-person company building an AI-guided CBT app (iOS and Android).
- **Onboarding and paywalls:** Designed 13 releases in 12 months. Revenue per download rose from about $1.95 to $4.70 (+141%).
- **Ratings and feedback:** Turned a store-rating prompt into a feedback channel. Five-star ratings went from 2 in February to 166 by the end of May. Classified 254 answers with GPT-4.
- **Conversational AI:** Worked with the CEO and CPO on prompt design, system roles and safety rules.

UX Designer, Freelance

Nov 2021 – Mar 2024 · Remote

UX Designer, Codee.tech

Dec 2021 – Aug 2022 · Hybrid, Campinas-SP · Product studio

- Web and mobile products for clients in healthcare, logistics, SaaS and e-commerce, from flows to high-fidelity prototypes.

Bilingual Teacher

Seven years, before moving to design

EDUCATION

Licentiate in Pedagogy (teaching degree), Pontifícia Universidade Católica de Campinas · 2010–2013

CERTIFICATES

Graphic Design Specialization, CalArts (in progress) · Front-End Developer, Meta (in progress) · Product Manager, How Bootcamps (2022) · Product Designer and UX Designer, How Bootcamps (2021) · UX for Game Design, Edit (2021) · Enterprise Design Thinking Practitioner, IBM (2021)

VOLUNTEERING

Ladies That UX Campinas: volunteer, then chapter lead · Nov 2021 – Dec 2024

SKILLS AND TOOLS

Product discovery, user research, usability testing, design systems, prototyping, UX metrics, AI UX
Figma, FigJam, Jira, Mixpanel, Amplitude, Looker, RevenueCat, Maze, dscout, Cursor, GitHub