

LAURA VENTURINI MINOTTO

Senior Product Designer, UX/UI Designer

Criciuma, Santa Catarina, Brazil | +55 48 99188-5594 | lauraventurinidesign@gmail.com | lauraventurinim.com | linkedin.com/in/lauraventuriniminotto

SUMMARY

Senior Product Designer with 5 years of experience across GovTech, HealthTech, Logistics, and SaaS, owning end-to-end product design as the sole or primary designer in fast-moving, ambiguous environments. Experienced designing regulated, rules-heavy workflows, including healthcare compliance, municipal civic logic, and in-app payments, across web, native mobile, and hardware-integrated platforms for diverse user bases, from municipal citizens and healthcare clinicians to fleet drivers and gym members. Partners closely with Product Management, Research, and Engineering to ship clear, usable, production-ready experiences.

SKILLS

End-to-End Product Ownership, UX Research, Original User Research, Design Systems (0 to 1), Interaction Design, Rapid Prototyping, Information Architecture, Accessibility and WCAG, Complex Rules-Based and Regulated System Design, Cross-Functional Partnership with Product, Research, and Engineering, Design Handoff, HTML/CSS (basic), Figma (5 years, advanced), Adobe Photoshop, Adobe Illustrator, Adobe After Effects, AI Design Tools (Claude, Lovable, ChatGPT), Miro, Notion, Confluence, Google Analytics, Hotjar, Maze

EXPERIENCE

GovDigital, Jaragua do Sul, SC, Brazil

Product Designer, Jul 2025 - May 2026

- Owned end-to-end product design and UX for the Agendamento (Scheduling) module, a customizable scheduling system adapted per municipality for use cases including pet neutering, sports court booking, and program enrollment, working within strict municipal rules and regulations; deployed across GovDigital's municipal app network, the module drove 1,437 neutering appointments and 3,482 sports-court bookings in Votuporanga alone, and 1,788 salary-account requests in Pinheiral in a single month.
- Led UX and visual design for Lazulli, GovDigital's design system, creating a reusable, accessibility-first component framework adopted across every citizen-facing module shipped during the role, reconciling divergent patterns across 6 modules into one consistent system.
- Shipped 6 citizen-facing product modules to production, including scheduling, service maps, event calendars, and digital citizen ID, live and in active use across approximately 24 municipalities, contributing to a reported 14,290 app downloads in a single month across the municipal network.
- Restructured the in-app forms module and redesigned the home screen, settings, profile, and login flows, consolidating fragmented experiences into a single coherent product structure.

DSG Technology, Criciuma, SC, Brazil

Product Designer, Sep 2024 - Jul 2025

- Worked as embedded product designer across two product teams, Occupational Health and Safety and Medical Management, balancing regulatory complexity with usability in clinical and administrative workflows.
- Redesigned information architecture for financial and operational modules, simplifying workflows for clinical and administrative users.
- Consolidated two separate design systems into one shared system used across both product areas, improving visual consistency and design scalability.
- Led an internal workshop on design in digital product conception, mentoring cross-functional peers and strengthening shared design and engineering practice.

NextFit, Criciuma, SC, Brazil

UX/UI Designer, Feb 2024 - Jul 2024

- Designed the end-to-end UX for NextFit Pay, introducing native in-app payment for gym members; previously, client payments existed outside the platform, with gym managers handling billing separately through the web management tool.
- Led interface design for the platform's first hardware-integrated feature, biometric readers and smart turnstiles, mapping the connected-hardware logic and delivering wireframes, high-fidelity prototypes, and detailed specs for developer handoff.

Sigaway, Florianopolis, SC, Brazil

UX/UI Designer, Jul 2023 - Jan 2024

- Sole product designer on the team, with no design team to join and no design system to inherit, owning end-to-end UX and UI across web and native mobile for a fleet management platform.
- Conducted field research, including interviews with fleet managers and truck drivers, to map real operational workflows and surface user pain points.
- Redesigned the web platform and designed the mobile app from scratch, unifying visual and interaction language across both products.
- Built a scalable Figma design system integrating Material UI components, shared across web and mobile design work.
- Shipped a tire management tool from concept to production, the first tool of its kind on the platform.

ADA Software House, Criciuma, SC, Brazil

UX/UI Designer, Aug 2022 - Jun 2023

- Delivered UX/UI product design across 4+ industries, including retail, healthcare, construction, and chemicals, adapting design strategy to each sector's constraints and user behaviors.
- Managed up to 5 concurrent client projects within agile sprints, maintaining design quality across simultaneous workstreams.

TeamMove, Criciuma, SC, Brazil

UX/UI Designer, Aug 2021 - May 2022

- Owned the full product design lifecycle from first wireframe to production-ready prototype for a corporate online learning module, applying gamification mechanics including points, rewards, and progression.

EDUCATION

UNIASSELVI, Feb 2024 - Dec 2025

Associate's Degree, Digital Design and User Experience (UX)

CERTIFICATIONS

- UX/UI Design
- Introduction to UX Design
- UX Research for Beginners
- Product Discovery Course, Honorable Mention
- Creation and Branding, Retail and Client Experience

LANGUAGES

Portuguese (Native or Bilingual), English (Full Professional), Spanish (Professional Working)

HONORS AND AWARDS

Winner, Porsche Brazil Paint Challenge, Porsche Center BH, Brazil