

Flora Bassan.

senior product designer.

BASED

Sao Paulo, BR

LANGUAGES

PT EN IT

STATUS

Booking Q3 / 2026

§ PROFILE

I design considered digital experiences that connect strategy, technology and detail. Over the last 12 years I have led product design across banking, beauty commerce, telecommunications and B2B operations shipping work that reached millions of users.

§ EXPERIENCE

2023	Now	Independent Studio	Lead Product Designer
Engagements with Banco ABC, Grupo Boticario and AB InBev. Strategy, design systems, multi-surface product.			
2020	2023	Banco ABC	Sr. Product Designer
Led the rebrand and platform unification across 14 squads. NPS 14 39. Time-to-ship 42%.			
2017	2020	Grupo Boticario	Product Designer
Editorial commerce across 7 brands. Conversion +23%, bounce on PDP 38%.			
2014	2017	Claro	UX Designer
Self-care app serving 9.4M MAU. CSAT +18 pts, call-centre load 27%.			

§ SELECTED CLIENTS

Banco ABC · Grupo Boticario · Claro · AB InBev · Itau · Natura · iFood

§ CAPABILITIES

Product Strategy	LEAD	Design Systems	LEAD
Interaction Design	SENIOR	Research	SENIOR
Prototyping	ADVANCED	Editorial Direction	SENIOR

§ EDUCATION