

Bianca da Silveira Lessa

Product Designer

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WORK EXPERIENCE

Product Designer - Jusfy, 2023 - 2026

Jusfy is a Lawtech SaaS startup in the scale-up phase, with a SaaS product rapidly expanding its features — for example, helping lawyers acquire new clients, accelerate work through conversational AI, research for data like names and addresses, and make various calculations for court lawsuits.

- Led the complete interface restructuring and design system implementation, driving AI adoption together with a Tech Lead to accelerate code delivery.
- Conducted persona research using mixed methods (internal data, surveys, interviews, external research), generating 4 personas used in annual product planning and customer base segmentation for journey customization.
- Implemented a full review of the information architecture and main menu, improving feature discoverability and reducing navigation friction, with positive reception in CES scores.
- Led other Product Designers working on AI-based features: an AI conversational chat for case analysis and legal document drafting; an AI-assisted website builder for lawyers, with AI supporting copy and logo creation; a WhatsApp AI assistant for lawyers' client support; and automatic legal calculator filling through AI-based document interpretation.
- Created a research playbook and insights repository, establishing a research culture within the team and ensuring findings translated into concrete deliverables across the design team. Also led the adoption of AI-assisted workflows to accelerate delivery without compromising design quality.
- Designed multiple features from scratch, such as several legal calculators and the entire client management module, always owning the process end-to-end with close attention to the full user experience.

UX/UI Designer - Aurum, 2020 - 2023

Aurum is a company with a SaaS product designed to help lawyers manage their law firms and court lawsuits.

- Built the invoice collection/reminder flow for the platform, increasing user engagement and satisfaction with the financial flow.
- Created a developer handoff system via Figma from scratch, reducing friction between design and engineering.

- Mapped and proposed improvements to the subscription flow, focusing on conversion and upgrades.
- Structured the component library and planned its evolution into a design system.

PREVIOUS EXPERIENCES

- **Content marketing intern** - Conserveja. 2019 - 2020
- **Law intern** - Santa Catarina Public Prosecutor Office. 2015 - 2017
- **Law intern** - Santa Catarina Court of Justice. 2013 - 2015

EDUCATION

2024 **MBA in**, x.

2024 **MBA in UX Research, Research Operations and Design Leadership**, UNIFATEC in partnership with Toronto School of Management.

2017 **Law Bachelor Degree**, UFSC.

CERTIFICATES

2023 **UX Research Lab**, practical and in-person immersion on interviews, ResearchPro.

2020 **UX Design Bootcamp**, How Bootcamps.

TOOLS AND SKILLS

TOOLS I LOVE TO USE

Figma, Marvin, Hotjar, Clarity, Mixpanel, Metabase, HeyMarvin (research), Mobbin, Notion, Google Workspace.

UX DESIGN

Qualitative and quantitative research (such as interviews, usability testing, surveys), user flows, complex problems turned into simple solutions, WCAG knowledge, design principles, cognitive biases.

SOFT SKILLS, COLLABORATION AND ENTREPRENEURSHIP

Effective planning and time management, strong communication skills that brings the team together to create, structured feedback always given to teammates, data analytics, business metrics understanding, creative problem solving, strategic planning.

LANGUAGES

Portuguese: native

English: advanced