ISABELA YUKARI.

Senior Design Engineer · Product Designer

AI-first product design · Design-to-code · Agentic workflows

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(ABOUT)

Senior Design Engineer and Product Designer with ten years of professional experience, the last five in digital product. My foundation is traditional product design, end to end: discovery, research, flows, prototyping, usability testing, design systems and metrics. AI sits on top of that foundation, not in place of it: I read behavioural data to find where the journey breaks, design the experience and ship the screen in code, always with a human in the loop.

(EXPERIENCE)

Itaú Unibanco

São Paulo, Brazil · 3 yrs 3 mos

Senior Design Engineer · Product Designer · Loyalty Program — Feb 2026 to Present

- Take experiences from discovery to production, combining product design, engineering and AI.
- Build and scale workflows with skills, playbooks and AI agents that the whole squad reuses.
- Superintendency pillars: a data working group (Fullstory champion) to encourage designers to use data, and a shared repository of prompts and skills.

Product Designer · Onboarding, Cross-Sell & Account Migration — Sep 2023 to Feb 2026

- Led the account-migration experience end to end, from research to the live journey, inside a programme spanning multiple areas of the bank.
- Discovery combining observability, support-centre data and customer-experience indicators; modular journeys designed to scale across segments.

Midway

São Paulo, Brazil

Product Designer · Account & Card Acquisition and Activation — Jun 2022 to Sep 2023

- Onboarding and activation for accounts and cards across physical stores and digital channels.
- Field discovery, usability testing and a redesign of the acquisition flow.

Hub Delivery

São Paulo, Brazil

Product Designer · Acquisition & Retention — Aug 2021 to Jun 2022

- UX for the internal platform: research, journey mapping and high-fidelity prototypes, ending in a redesign of the tool the operations team used every day.

RD (Raia Drogasil)

São Paulo, Brazil

Engineer · Expansion Specialist — Sep 2016 to Jun 2022

- Managed retail store expansion projects: liaison with architects and consultants, technical review of executive drawings and supervision alongside construction managers. Where my habit of reading constraints and defending technical decisions comes from.

Asdariolli Corretora de Seguros

São Paulo, Brazil

Administrative Assistant — Jul 2013 to May 2016

- Administrative support, document control, scheduling and office operations.

(EDUCATION)

Universidade Presbiteriana Mackenzie
Postgraduate Specialisation, User Experience
Dec 2022 to Dec 2023

Universidade Anhembi Morumbi
Bachelor, Civil Engineering
2014 to 2019

(SKILLS)

Design: AI-first product design · Interaction design · Design systems · User research · Usability testing · Motion design · Accessibility

Code & AI: Design-to-code · AI-assisted prototyping · Agentic workflows · React · HTML / CSS

Tools: Claude Code · Cursor · Codex · Figma

Domain: Fintech · Regulated financial products

(LANGUAGES & CERTIFICATES)

Languages: Portuguese (Native) · English (Full professional) · Japanese (Professional working) · Spanish (Professional working)

Certificates: UX Strategy · Divergindo e afunilando ideias · Certificado em UX · Formação em UX, UI e Product Design · Claude 101 · Product Management · Product Discovery