

CAROLINA PAGNUSSAT

Product Designer • Shopify • eCommerce

Based in
Porto Alegre - Brazil

Phone number
+55 51 99254-9009

E-mail
carolinapagnussat@gmail.com

Portfolio
carolinapagnussat.com

LinkedIn
linkedin.com/in/carolinapagnussat

Education

Bachelor's in Product Design
Universidade Ritter dos Reis (2010-2015)

UX Design Specialization
Interaction Design Foundation (2025 - present)

Languages

Portuguese
Native

English
Professional Working

Spanish
Intermediate

Skills

- E-commerce Experience Design
- Shopify Store Design
- Conversion-Focused Design (CRO)
- Information Architecture
- UX & UI Design
- User Flows
- Wireframing & Prototyping
- Usability Testing & Iteration
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Cross-functional Collaboration (Product, Tech, Marketing)

Product Designer focused on UX/UI for eCommerce, with deep Shopify experience and an operator's view of what makes a store convert. I co-founded and ran a DTC brand end to end, and I've built 10+ DTC stores on Shopify — ground-up builds, migrations, and CRO — working across the full process, from information architecture to developer handoff. What I care about most is clarity: helping someone understand a product, trust a brand, and decide to buy with confidence.

Experiences

Product Designer | UX/UI
Cuia Criativa - Contract • Aug 2025 - Present

- Design of websites, landing pages, and digital interfaces focused on usability, visual clarity, and conversion.
- Creation of internal communication and marketing materials for the Incentive.me app, including email campaigns, presentations, and strategic assets.
- Collaboration with marketing, product, and engineering teams to deliver digital solutions across different industries.
- Responsible for maintaining visual consistency and brand standards across digital products and communication channels.

Product Designer | UX/UI
TartariTech - Contract • May 2024 - Dec 2025

- Led UX/UI for Shopify redesigns, migrations, and CRO across 10+ DTC stores.
- Designed the navigation and information architecture for a luxury tableware brand's move to Shopify (~900 SKUs); the store exceeded its first-year revenue projection by ~75%.
- Built scalable taxonomies and product-page structures (metafields/metaobjects) made to grow with the catalog.
- Collaborated closely with developers, marketing teams, and product stakeholders to ship user-centered, conversion-focused solutions.

Co-founder | Product Designer
Ludovikas - Self-employed • Aug 2021 - May 2024

- Co-founded a DTC eCommerce brand and ran the full eCommerce operation — storefront, curation, fulfillment, support.
- Designed and launched the Shopify store, including UX architecture, interface, and conversion structure.
- Led digital marketing and continuous UX improvements to optimize store performance.

Graphic Designer
Cadupa Estúdio Criativo - Self-employed • Mar 2016 - Sep 2025

- Developed visual identities, branding systems, and graphic materials for a range of clients.
- Worked on educational design projects including children's books, learning games, and didactic materials.