



Renata Schwegler

Facilitating communication between users and systems


EXPERIENCE

 **Senior Product Designer at Shine | Berlin** August 2025 – Present

- Led product design initiatives for Shine's banking and accounting platform, helping entrepreneurs manage expense reconciliation, financial operations, and day-to-day business administration.
- Designed and optimized workflows for transaction management, bookkeeping, expense categorization, and financial visibility across complex fintech user journeys.
- Partnered closely with product managers and engineers on product discovery, roadmap planning, prioritization, and iterative feature delivery within a fast-paced fintech environment.
- Applied systems thinking to simplify operational and financial complexity, translating regulatory and business requirements into intuitive user experiences for SMB customers.
- Integrated AI-assisted workflows using Figma Make and Claude to accelerate prototyping, UX exploration, and product communication across cross-functional teams. Explored design system integrations with Claude to support faster UI iteration, scalable component usage, and more efficient product development.

 **Senior Product Designer at Hive | Berlin** March 2023 – June 2025

- Led end-to-end UX for the Hive App, a desktop platform where merchants manage and track orders from their online shops. Designed and optimized workflows for order visibility, inventory control, and fulfillment processes.
- Owned and extended UX across Hive's mobile and desktop SaaS offerings, with a focus on the Post-Purchase Experience.
- Led design for end-customer journeys including claims submission, returns management, parcel tracking, pickup point selection, and Shopify integration.
- Collaborated cross-functionally with product and engineering teams to deliver data-driven, impactful designs and user experiences using analytics tools such as June and Metabase.
- Drove user research, designed UX/UI, prototyped, and conducted usability testing to support scalable e-commerce operations solutions.

 **Senior Product Designer at Sennder | Berlin** September 2021 – March 2023

- Designed desktop applications that streamlined freight logistics across Europe.
- Led user research interviews to uncover pain points and key goals early in the design process, enabling rapid iteration and continuous feedback through close alignment with product and engineering teams.
- Established scalable design documentation and UI libraries to ensure consistency, efficiency, and continuity across all applications.

 **Product Designer at MODIFI | Berlin** October 2018 – August 2021

- Owned end-to-end product design for MODIFI's international trade finance tools, translating complex financial workflows into intuitive digital experiences for global users.
- Created wireframes, interactive UI prototypes, and conducted usability testing to validate design decisions.
- Established scalable design documentation and UI libraries to ensure consistency, efficiency, and continuity across all applications.

EDUCATION

Lindenwood University 2016, USA
MBA, Marketing

Fashion Institute of Technology 2015, USA
Summer course, Product Design

Federal University of Technology 2014, Brazil
Bachelor's degree, Industrial and Product Design

SKILLS

Strategic Product Design · Product Discovery · Roadmapping & Prioritization · Systems Thinking · UX/UI Design · Design Systems · Prototyping · User Research · Usability Testing · Information Architecture · Data-Informed Decision Making · Workflow Optimization · Cross-Functional Collaboration · B2B SaaS & Fintech Products

Figma, Hotjar, Dovetail, TheyDo, Metabase, June, Linear, Jira, Usertesting, Notion, Adobe Creative Cloud, Firefly, Storybook, ChatGPT, Claude, AI Prototyping.

English, Portuguese and Spanish.