



Renata Schwegler

Designing intelligent products where users, systems and AI work together. 7+ years building software across fintech, logistics and commerce through product discovery, systems thinking and data-informed design.

EXPERIENCE



Senior Product Designer at Shine | Berlin

August 2025 – Present

- Led product design across Shine’s banking and accounting platform, combining product discovery, user research and usability testing to simplify complex financial operations for small businesses.
- Designed AI-powered and agentic workflows, mapping user intent to AI actions and defining autonomy levels, human-in-the-loop checkpoints, explainability, approvals and recovery paths.
- Integrated LLMs into the product design process, using Claude and Figma Make for code-based prototyping, interaction modelling and technical validation, leveraging Shine’s Claude-connected design system.
- Partnered with Product and Engineering to lead product discovery, shape roadmap priorities and deliver customer-centred fintech experiences.



Senior Product Designer at Hive | Berlin

March 2023 – June 2025

- Led end-to-end product design for Hive's merchant platform, enabling e-commerce businesses to manage orders, inventory and fulfilment operations across desktop and mobile.
- Owned the Post-Purchase Experience, designing seamless journeys for merchants and end customers across claims, returns, parcel tracking, pickup point selection and Shopify integration.
- Partnered with product managers and engineers to drive product discovery, define roadmap priorities and deliver data-informed solutions using analytics from June and Metabase.
- Simplified complex operational workflows through user research, systems thinking, rapid prototyping and usability testing, helping scale Hive's SaaS platform for merchants and logistics partners.
- Designed experiences that balanced merchant efficiency with customer transparency, improving the end-to-end delivery and returns experience across multiple touchpoints.



Senior Product Designer at Sennder | Berlin

September 2021 – March 2023

- Designed products supporting complex freight logistics operations across Europe, transforming operational complexity into intuitive tools for internal users.
- Led discovery through user interviews, workflow analysis and close collaboration with product and engineering teams, rapidly iterating on solutions based on continuous feedback.
- Built scalable design systems, documentation and UI libraries that improved consistency, collaboration and development efficiency across the product ecosystem.



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 · Agentic Product Design · 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.