Petry Oliveira

Senior Product Designer · Design Systems

Curitiba, Brazil (UTC−3) · Available for remote work as a contractor

petry.yuri@gmail.com · LinkedIn · petryol.com

Summary

I connect what the business needs to what the interface shows: from streaming platforms to design systems that scale across teams and countries.

Product designer with 10+ years in digital products. I work across discovery, product definition, interface and design QA, and I lead design systems as their technical reference. Recent work: +SBT, Google Play's Best for Fun App of 2024; Reels, Accedo's multi-platform design system; and a multi-brand design system for Norwegian Cruise Line Holdings.

Experience

Senior Product Design Consultant · Galena

Apr 2026 – Present · Remote · Education benefits platform for companies

- Only product designer in a lean startup team (1 PM, 1 tech lead, 3 developers), owning the responsive web platform from discovery to final interface.
- Spotted in usage data that the features used to sell the platform were the least used, and proposed a redesign of the home and navigation with no request from leadership.
- Designed an adaptive home: a development dashboard whose bento grid changes with each company's plan. Implementation started; client rollout planned for Jan 2027, with a measured baseline and Mixpanel tracking.

Design System Specialist · Norwegian Cruise Line Holdings

Sep 2025 – Jun 2026 · Remote, contract via Dexian

- Led the governance and evolution of one design system for three cruise brands (Norwegian, Regent Seven Seas and Oceania Cruises), on web and mobile.
- Built about 50 components, 883 design tokens in three layers (alias, public, component) and the documentation for scalable, accessible interfaces.
- Structured the Figma library with auto layout and code-aligned names so AI tools can read it and generate code. Developers reported cleaner code and less review and rework.

Senior Product Designer · Accedo

Apr 2022 – Sep 2025 · Remote · Video streaming for TV, web and mobile

- **Reels Design System:** led the solution as its technical reference, scoping and reviewing the work of 3 designers in Canada, Hungary and Singapore. Defined three token levels and a Core plus Web, iOS, Android and CTV libraries, for 8+ devices.
- Reels cut design and dev hours on client setup by **56%**, and feature creation from 2–3 weeks to 4–5 days (internal estimates, based on the historical average of sold hour scopes).
- **+SBT:** owned product definition, interface and design QA on TV, web, iOS and Android for SBT, one of Brazil's largest TV networks. **Google Play's Best for Fun App of 2024**, 1M downloads in under 10 days, and a 4.7 store rating against a 4.6 goal.
- Mentored a junior designer and reviewed every screen they delivered.
- Also designed streaming apps for Band, hayu and Universal+ (NBCUniversal, Latin America).
- Named **Specialist of the Year 2024** at Accedo.

Senior Product Designer · QuintoAndar

Jul 2021 – Apr 2022 · Real estate buying and selling

- Led journey mapping and discovery with stakeholders to improve customer-facing processes and internal operations.
- Designed internal tools for support operations; one of them shortened document analysis for clients.

Product Designer · Ame Digital

Jan 2021 – Jun 2021 · Fintech

- Led the creation of the company's first design system, part of a brand repositioning, through workshops, documentation and alignment with stakeholders.

Product Designer · EBANX

Aug 2017 – Dec 2020 · Payments for Latin America · grew from junior to mid-level

- Designed EBANX GO, the company's digital wallet for Latin American consumers.
- Led the Help Center redesign: **60% fewer support tickets** and recognition at the Zendesk CX Awards, Customer Experience category.

Visual Designer · Mirum Agency

Oct 2015 – Aug 2017 · grew from intern

- Digital campaigns and web and mobile interfaces for Pernambucanas, Votorantim, Nextel and SKY.

Skills

- **Product design:** discovery, product definition, journey mapping, interface and interaction design, prototyping, design QA
- **Design systems:** governance, multi-brand and multi-platform libraries, design tokens, documentation, adoption
- **AI:** Claude, Claude Code and Figma MCP in the design workflow; basic HTML and CSS, enough to read code and direct AI-assisted changes
- **Platforms:** TV and CTV, web, iOS, Android
- **Tools:** Figma (variables, auto layout, AI-readable libraries), Mixpanel, Style Dictionary pipelines with engineering

Volunteering

Product Design Mentor · Interaction Future · *Apr 2021 – Dec 2022*

Mentored underrepresented early-career designers to build social-impact case studies. One mentee landed a job right after the program.

Education and certifications

- **B.A. in Social Communication, Advertising** · Pontifical Catholic University of Paraná (PUCPR) · 2014–2017
- Certifications: Digital Product Leadership; Product Discovery

Languages

Portuguese (native) · English (full professional) · Spanish (limited working)