GIOVANNI ANTONY

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SUMMARY

Senior Product Designer working on legacy system migrations across e-commerce and fintech. I started in Customer Experience and still design from the user's side of the screen, turning what people actually do into decisions the business can measure.

PROFESSIONAL EXPERIENCE

MJV (Alelo) São Paulo, Brazil
Senior Product Designer, Consultant 2025
Fintech with money-handling flows, security and anti-fraud rules, and legacy systems in migration.

- Designed complex backoffice flows where decisions involve money, permissions and security and anti-fraud rules, acting as the bridge between support and engineering.
- Redesigned support during the migration from a legacy system to a new platform, organizing it around the contract instead of internal modules, with discovery on the support floor and usability tests with 20+ agents. In the first release, average handling time went from 19 to 11 minutes (42%), old system against new.
- Spotted the need for, and designed from scratch, the FAQ page of an AI-assisted help center for the people who support Alelo's customers, using Rango, Alelo's design system and adding a new component to it.

Dexco São Paulo, Brazil
Senior Product Designer 2024
Major Brazilian building materials group: ceramic ware, tiles, flooring, metals and coverings.

- Designed the delivery step of a home-renovation checkout for high-value purchases (numbered packages, Fast or Economy delivery), from discovery to handoff, with a CRO consultancy and Dexco's engineers. In a 50/50 test, checkout completion was 3.1% on the new checkout against 1.1% on the old one, reported by Dexco's martech team.
- Brought the buyer's logic into the migration to a new VTEX store: joined the architecture discussion, moved the postcode to the start of the journey and, with Dexco's CRO lead, prioritized and approved the A/B tests.

Evino São Paulo, Brazil
Product Designer 2021
Wine e-commerce with a large engineering operation behind it, including platform migrations.

- Redesigned the product page as sole designer, raising the add-to-cart rate by 39.6% (18.78% to 26.21%) in an A/B test on Android, iOS and web.
- Rebuilt the checkout into 3 steps. In production, the average of 100 orders analyzed was under 3 minutes, matching the design target. Owned discovery, research, benchmarking, validation, usability testing and design ops.
- Designed the product experience through the move from Zed, a platform built abroad, to Magento, with both systems running during flash sales; recorded the conversion baseline beforehand and monitored after the cut-over.
- Created and maintained Chardonnay, the company's design system, as its sole designer.

Evino São Paulo, Brazil
Customer Experience 2020

- Supported wine e-commerce customers, learning how people behave when something goes wrong, the foundation of my research practice.

SKILLS

Research and discovery: UX research, usability testing, quantitative and qualitative surveys (nearly 2,000 responses in under 24 hours), benchmarking.

Design: interaction design and flows, visual design, prototyping, UX writing, accessibility.

Systems and delivery: design systems, developer handoff, design ops, collaboration with product, engineering and QA.

Strategy and AI: product thinking, business metrics, workshop facilitation, AI-assisted prototyping and building in code.

EDUCATION AND CERTIFICATIONS

University of the People
Bachelor's Degree in Business Administration and Marketing In progress

Google UX Design Professional Certificate