



Sol Paiva

PRODUCT DESIGNER & VISUAL DESIGNER
Buenos Aires, Argentina

CONTACT

- solangepaiva194@gmail.com
- linkedin.com/in/sol-paiva-47003114a
- sol-paiva.com

TOOLS

DESIGN

- Figma
- FigJam
- Design Systems
- Prototyping
- Photoshop

AI & CODE

- Cursor
- v0
- Claude
- Claude Code
- ChatGPT
- Figma AI

UX PROCESS

- UX Research
- Journey Mapping
- Usability Testing
- Information Arch.
- Design Thinking
- Discovery

LANGUAGES

- Spanish Professional
- English Advanced
- Portuguese Native

EDUCATION

IESB
Graphic Design
2021 – 2023

University of Brasília
B.A. Social Work
2016 – 2020

Brazilian product and visual designer based in Buenos Aires, with over 5 years of experience designing and leading digital products across marketplaces, e-commerce and health tech. I have built a product from the ground up, created and scaled design systems, and led cross-functional teams from discovery through delivery. Co-founder of Studio Latina, where I lead product design projects alongside branding, consulting and AI-powered solutions for B2B and B2C clients.

EXPERIENCE

- Studio Latina** CURRENT Jun 2024 - Present
Co-founder & UX Lead - Remote
 - Co-founded and run an independent design studio with a business partner, specializing in **product design, branding, consulting and AI-powered solutions** for B2B and B2C clients.
 - Lead product design engagements as **UX Lead**, owning the process end-to-end - from discovery, research and product strategy to UX design, validation and delivery.
 - Own client engagements from scoping to delivery, including growing one from a single UX audit into a retained end-to-end product partnership.
 - Lead research processes, journey mapping and hypothesis validation with real users to inform product and business decisions.
 - Structure projects, sprints and workflows, integrating AI tools to accelerate exploration, prototyping and delivery.
- Zdo App** Feb 2025 - Jul 2026
UX Lead - United States - Remote
Multi-sided marketplace app, built from zero.
 - **Built the product from the ground up:** product strategy, information architecture across 38 service categories, and end-to-end booking and payment flows for the native app.
 - **Created and owned the design system from scratch**, ensuring consistency across product, development and business.
 - **Led a cross-functional team** covering design, CRM and customer support, and **ran development sprints** - defining scope, priorities and acceptance criteria for a distributed development team.
 - **Managed the product bug backlog**, working with development to document, prioritize and track fixes through delivery.
 - Introduced a visual-diff specification standard (Figma vs. build) with explicit acceptance criteria, reducing design system drift in production.
 - Entered on a scoped UX audit - heuristic evaluation and flow analysis - whose findings led the client to expand the engagement into a full product build.
- Shopper.com.br** May 2023 - Jun 2025
UX Designer - Remote
High-volume online supermarket - app, web and internal systems.
 - **Sole UX designer on the product**, owning end-to-end design for new features across a high-volume e-commerce ecosystem.
 - Designed and shipped customer-facing experiences across the full purchase funnel - catalog, cart, checkout and order tracking.
 - **Designed UX solutions for internal company systems**, improving workflows and supporting operational teams behind the e-commerce platform.
 - Partnered with cross-functional teams across product, engineering and data to align design decisions with user needs and business goals.
 - **Partnered with the Customer Relations team to continuously collect and synthesize customer feedback**, identifying recurring pain points and translating them into product improvement opportunities.
 - Ran usability tests and iterative validation to refine existing and new experiences.
- Explanada dos Mistérios** Jun 2023 - Jun 2024
UX Research Lead - Volunteer
 - **Led UX research from zero** for a cultural events mobile app: in-depth interviews, surveys, benchmarking and usability testing.
 - Defined personas and journey maps that shaped the product's information architecture.
- V SAÚDE App** Jun 2022 - May 2023
UX/UI Designer - Brasília, Brazil
 - Joined as a **UX intern within the design team**, was promoted to UX/UI Designer and later became the **sole UX designer responsible for the product**.
 - **Owned the UX/UI of a digital health product** - native apps, web platform, design system and visual style guides.
 - **Led and mentored two design interns**, assigning work, reviewing deliverables and running design critiques.
 - Conducted user research and translated findings into product flows, interaction patterns and interface decisions.