Eduarda Zacaro

Senior Product Designer | B2B SaaS · iGaming · Design Systems · AI/ML Products

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SUMMARY

13+ years in design and 7+ years in digital products across iGaming, B2B SaaS, FinTech, and AI/ML. Owned end-to-end design for a white-label sportsbook and casino platform serving 10+ operator brands, including design systems, KYC, payments, and responsible gaming. Recent work includes enterprise design systems for ServiceNow and AI-assisted financial workflows for BizEquity. Partners with product and engineering leaders to define product behavior, resolve complex requirements, and carry design through implementation. Hands-on with Figma, design tokens, and Claude Code.

TECHNICAL SKILLS

Skills: Product Strategy, Product Discovery, User Research, Interaction Design, Information Architecture, User Flows, Wireframing, Prototyping, Usability Testing, Design Systems, Design Tokens, Accessibility, Data Visualization, AI/ML Product Design, Growth, Human-in-the-loop Workflows, Responsive Design, Design Handoff, Figma, FigJam, Claude Code, Zeroheight, Sketch, Zeplin

EXPERIENCE

Nortal — ServiceNow **Mar 2026 – Present**
Senior Product Designer *Remote · United States*

- Define component behavior, interaction states, accessibility requirements, and implementation guidance for the enterprise web design system.
- Refine component documentation in Zeroheight and align usage rules across design, content, and engineering. Design product detail pages using shared components.

Nortal — BizEquity **Oct 2024 – Feb 2026**
Senior Product Designer *Remote · United States*

- Led product design for the v6 redesign of a B2B business valuation platform, partnering directly with the CTO and VP of Sales and Strategy.
- Designed human-in-the-loop workflows for advisors to verify, correct, and approve AI-extracted tax data before applying it to valuations.
- Reworked report creation around content selection and reusable templates; established valuation KPI patterns and surfaced clients needing attention in the advisor console.

InPlaySoft **Jun 2024 – Oct 2026**
Senior Product Designer *Remote · United Kingdom*

- Architected a shared design token and component system enabling brand setup through configuration, with Figma Variables and defined customization boundaries.
- Specified responsive behavior, keyboard interactions, focus states, and reduced motion. Built a working component catalogue using Claude Code.
- Redesigned the mobile sportsbook betslip for multiple betting formats, live odds changes, promotional rules, suspended markets, and actionable refusal states.
- Restructured KYC onboarding using progressive disclosure while preserving regulatory requirements. Designed PIX deposits and withdrawals, player limits, time-outs, and self-exclusion.

Tasq **Feb 2022 – Jun 2024**

Lead Product Designer *Remote · United States*

- Redesigned work-management interfaces connecting model detections with investigation, task assignment, and operational follow-up.
- Structured investigation queues around ownership, production at stake, and time open; made handoffs and unresolved dependencies visible to supervisors.
- Designed natural-language and voice-reporting workflows with item-level review before record creation. Explored model configuration and retraining through prototypes.

Future Provenance **Oct 2022 – Jan 2024**

UI & Digital Product Designer *Remote · United Kingdom*

- Designed seatback and handheld interfaces for SaudiaBEYOND, Saudia Airlines' in-flight entertainment platform, within a project spanning 16 languages.
- Adapted navigation, playback, Arabic typography, right-to-left layouts, and Kids Mode legibility. Delivered designs in Sketch and specifications in Zeplin.

WEX **Apr 2021 – Jul 2022**

UX/UI Designer *Remote · United States*

- Redesigned WEX EDGE Hotels across search, reservations, fleet card payments, and expense reporting, including search across 58,000+ US hotel locations.
- Designed booking flows with card-level spending controls and transaction limits, plus mobile interfaces for drivers and trip-level reporting for fleet managers.

HeraSoft **Oct 2020 – May 2022**

UI & Product Designer *Remote · United States*

- Designed HeraPass, a browser extension for blockchain-enabled authentication and user-controlled data management, including sign-up, two-factor authentication, and login approvals.

uxp.company **Nov 2019 – Oct 2020**

UX/UI Designer *Hybrid · Brazil*

- Led Tribhus from user research and MVP definition through public beta on iOS and Android. Refined artist onboarding and publishing using early product data and feedback.

Naiche Web Intelligence **May 2014 – Sep 2019**

Digital Art Director *On-site · Brazil*

- Led UX/UI, branding, B2B platforms, and SaaS dashboards for clients including Crefisa, Vogel Telecom, and Renault RPoint. Promoted from Graphic Designer to Digital Art Director.

Editora Escala **Apr 2013 – Apr 2014**

Designer *On-site · Brazil*

- Designed editorial layouts for L'Officiel Brasil and L'Officiel Hommes, applying typography, grid systems, and international brand guidelines.

CERTIFICATIONS

UI Design Bootcamp
Memorisely

Psychology Applied to UX

Design System Boost

AI Design Tokens

Leading Digital Accessibility Initiatives

HTML & CSS Essentials

LANGUAGES

Portuguese
Native

English
C1

Spanish
B1