

Carla Ribeiro

Lead Product Designer

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Product designer with 12 years in enterprise software and multisided platforms, and 19 years in design overall. I do my best work where user complexity meets business pressure.

EXPERIENCE

Product Designer (Contract) · Decisiv · 2026 – Present · Remote

Rejoined on contract as sole designer on Fleet Management, an app built in partnership with PACCAR to move fleet, depot and asset onboarding toward self-service.

- Reworking the information architecture based on feedback from PACCAR's super users, including a new upload history so users can see how their bulk asset uploads went
- Prototyping with Claude to align internally and gather PACCAR's feedback on concepts

Lead Product Designer · Talent.com · 2025 – 2026 · Remote

Led design across the growth and monetization squads of a global job marketplace serving millions of monthly jobseekers, on a two-person design team with the design director. Work spanned how jobseekers reached and acted on job listings: SEO pages, email, landing pages, job descriptions and the apply flow.

- Redesigned Talent Apply, the core funnel, reworking sign-in, prefill and review: completed applications rose 30%, overall conversion grew from 7.7% to 11%, and review-step completion went from 75% to 92%
- Redesigned Related Jobs placement and interaction model on Job Description pages, driving a ~40% increase in click-through rate and growing monthly revenue ~5× without degrading apply or signup rates
- Partnered on apply discovery and email experiments, contributing to +45% increase in apply clicks, +7% growth in apply starts, and ~2.5% revenue uplift driven by ranking and visibility improvements
- Built Figma Make prototypes to show engineers how features should look, feel and behave, and contributed to the early-stage AI jobseeker assistant (Talia)

Lead Product Designer · Decisiv · 2017 – 2025 · Remote

Designed for a B2B SaaS platform used across North America by truck manufacturers (Volvo, Daimler Truck, PACCAR, Isuzu), service providers and fleets to manage millions of commercial vehicle repairs. Joined as Senior Product Designer and was promoted to Lead as the team's senior individual contributor. Work spanned new standalone apps until 2021, including Fleet Web and Michelin OnCall 2.0 as solo designer, then the core platform, from the technician mobile app to admin settings, where features varied by customer configuration.

- Worked on the estimate workflow at the core of the platform, where service providers build estimates from shared operation libraries and fleets approve or decline each operation. Took over the Operations Table redesign mid-project, designed the estimate versioning it lacked (private drafts for service providers, shared versions for fleets), and saw it through implementation, along with the estimate charges redesign
- Redesigned everyday repair workflows across roles: repair tracking (25 statuses reduced to a 5-stage tracker; key status updates increased in the first month), an admin-configurable case checklist that guides new users through a repair, and technician timesheets

- Shaped the platform changes that unblocked sales: support for assets without a VIN, such as trailers, which brought on manufacturers like Wabash, and integrations with the dealer management and business systems customers rely on, including the internal Integration Framework
- Founding designer for Sentinel, a 0→1 asset health app that unified maintenance schedules, fault codes, recalls and warranties into one prioritized view, through its first beta
- Built KeyDS from an inherited design language into an accessible, multi-product design system and led it for 7 years; by the end, engineers were shipping internal tools without involving design
- Kept the design practice running through leadership and team changes: set up weekly collaboration, led retros and planning, and onboarded new designers

Senior UX Designer & Creative Manager · Tekzenit · 2015 – 2017 · Dallas, USA

Led UX and managed a design team at a technology consultancy serving telecom clients including AT&T, Ericsson and Airtel. Reviewed the team's work daily, mentored designers, decided who worked on what, and ran annual performance reviews. Took projects from discovery workshops through delivery with development teams in the US and India.

- Led 14 designers across Dallas and Portugal on AT&T Wi-Fi Enterprise, a self-serve web app that replaced phone-based account management for hotel and restaurant chains with up to hundreds of venues: network monitoring, bulk management through tags, roles and permissions, branded connection pages and hardware ordering
- Owned UX for Airtel's consumer self-care web app, starting with Mobile Postpaid (13M customers, 90% of sales): created the vision concept, then led 7 designers through wireframes; it launched in early 2017

UI/UX Designer · Gen Design Studio · 2007 – 2015 · Braga, Portugal

Grew from graphic designer to UI/UX designer delivering end-to-end work for B2B and B2C clients, building foundations in visual systems, typography and interaction design. Later worked mostly on Tekzenit's AT&T account, moving from pitch decks and UI into UX.

- Designed the dashboard for AT&T BusinessCenter, a unified portal meant to replace three enterprise portals for 3.5M business users, then art-directed the project: documented WCAG-compliant UI patterns for a design team that grew to about 50 and onboarded new designers

EDUCATION

16 UX Design Certifications · Interaction Design Foundation · 2017 – Present
Design Degree · Universidade de Aveiro · 2003 – 2007 · Aveiro, Portugal

SKILLS

Information Architecture · Complex Workflows · Data-Heavy UI · Design Systems
Accessibility · Research Planning · A/B Testing · Growth & Conversion
Workshop Facilitation · Design Ops & Mentoring · AI Prototyping
Tools: Figma · Figma Make · Claude · Lovable · Miro