

Pallus Massucci

Senior Product Designer · AI-Native Product Design

São Paulo, Brazil · p.massucci@gmail.com · +55 11 93003-6913

pallus-massucci-portfolio.vercel.app · linkedin.com/in/pallusmassucci

PROFILE

Senior Product Designer with 8+ years on complex digital products, from omnichannel operations to credit and contracts. I work from discovery through production, connecting research, service design and interface, and I use AI to shorten the path from hypothesis to working prototype and engineering handoff.

EXPERIENCE

Compass UOL · Casas Bahia Pay · Senior Product Designer

Feb 2026 · present

End-to-end Product Design for a white-label BNPL product serving digital and physical partners.

- Designed the full application journey: eligibility, offer, details, terms, identity, agreement, onboarding and post-purchase.
- Carried the same logic into in-store assisted sales, with a service blueprint covering the customer, associate, partner systems and credit engine layers.
- I lead AI-assisted Design adoption on the team: assisted prototyping, Figma-to-Code, Code-to-Figma and Figma MCP handoff. Across selected initiatives, the workflow contributed to an estimated 30%+ reduction in delivery time.

Soulfork · Co-founder · AI Product & Automation

2026 · present

My own venture, running in parallel. AI-powered products, automation systems and digital operations for businesses.

- I design and build the products end to end, from framing the problem to the interface and the automation that keeps the operation running.

Raízen · Senior Product Designer

Nov 2022 · Oct 2024

Redesign of the Energy contract workflow inside Salesforce 360, an org shared with Fuels and Lubricants.

- Quantitative research, interviews and three workshops with the registration, credit and integrity teams, turned into a service blueprint and information architecture.
- High-fidelity workflows on the Salesforce Lightning Design System, with three rounds of unmoderated testing, documentation and launch follow-up.
- 92% automated processing and signing, average contract time from 5 days to 1.5, and a SUS score of 96.
- I then led Design on Back to Standard, separating what stayed in Salesforce from what became its own product connected through APIs.

Natura · Senior Product Designer

Mar 2021 · Nov 2022

Malha Omni, the omnichannel programme connecting stores, franchises and Beauty Consultants through one delivery promise.

- Quantitative and qualitative research, workshops, Design Sprints, journeys, service blueprints, personas, usability testing and handoff.
- Scoped the MVP to Natura-owned stores based on research evidence, deferring the pricing and remuneration complexity of franchises.
- In the measured operation: delivery from up to 4 days to around 30 minutes in selected scenarios, +50% satisfaction and roughly 20% sales growth.
- Led research and journey adaptation for Chile, the programme's first international market.

Webmotors · Product Designer · UI Designer

Oct 2019 · Mar 2021

Products for buyers, sellers and dealerships.

- Redesign of Chat WM, resale, CRM, Cockpit and operational products.
- Research, surveys, journey mapping, flows, interface design and user validation.

CORE CAPABILITIES

Product Design Discovery · UX Research · Service Design · Journeys and service blueprints · UX/UI · Design Systems · Handoff and documentation

AI in practice Assisted prototyping · Design-to-Code · Figma Make · Figma MCP · Research synthesis

EDUCATION, CERTIFICATION AND LANGUAGES

Postgraduate in UX Design · PUCRS | Bachelor in Advertising · Centro Universitário Braz Cubas

Certified Product Manager (CPM) · PM3, 2023 | Portuguese native · English professional working proficiency