

Caroline Miranda

UX Leader · Research & Product Design

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UX leader and senior product designer with **13 years in design (10+ in UX)**, specialized in complex enterprise products — **B2B SaaS, IoT, and embedded interfaces**. Currently leading UX for Continental's fleet-management platform deployed across Europe, the Americas, and APAC, where I built the design practice from the ground up: the first design system, an international research operation, and a mentored team of designers and researchers. A proven partner to engineering in large industrial organizations, turning ambiguous, workflow-heavy domains into measurable outcomes (**+30% onboarding completion**). Hands-on across the full cycle — discovery, prototyping, and delivery in **SAFe** environments — combining **data-driven decision-making (MBA in Data Science)** with active exploration of **AI-assisted design**.

WORK EXPERIENCE

Senior User Insights & UX Manager — Continental AG

Hannover, Germany · Jun 2022 – Present

Leading UX end to end for ContiConnect, a global B2B SaaS & IoT platform (fleet management and tire monitoring) deployed across Europe, the Americas, and APAC.

- Own product design across a complex ecosystem — web portal, mobile apps, and connected-hardware configuration flows — partnering daily with Product and Engineering in a **SAFe** setup.
- Introduced the company's **first Design System** and led the migration to Figma — establishing documentation, governance, and internal ownership that enabled scalable delivery and ended dependency on external agencies.
- Redesigned onboarding and high-friction data-entry journeys, reusing known backend data to cut effort — **improving onboarding completion by 30%**, measured through the Mouseflow analytics practice I introduced.
- Built the research practice from zero: usability testing, international studies across **6+ countries**, and the product's first on-site usability event with enterprise customers.
- Built and mentor a multidisciplinary UX team (designers, researcher, usability engineering), growing capacity by **100%+** through a student-talent pipeline I created (UX Lab).
- Raised UX maturity across the organization through training, design sprints, and co-creation workshops with engineering and market stakeholders in EMEA, APAC, and the Americas.
- Explore emerging approaches, including AI-assisted flows, to evolve the product experience.

UX Lead — Stellantis

Betim, Brazil · Apr 2021 – Jun 2022

- Led the ground-up design of a **new in-vehicle infotainment system**, replacing an off-the-shelf product — directing designers and research within a 17-person multidisciplinary engineering team.
- Defined feature priorities for a new vehicle's instrument cluster through user research, shaping the product before launch.
- Ran design validation and usability testing across embedded interfaces, the companion app, and the automotive web platform, connecting insights into consistent cross-touchpoint journeys.

UX Designer (Research & Product) — Ford Motor Company

Camaçari, Brazil · Nov 2019 – Apr 2021

- **First UX professional** within Ford's product-development engineering organization, establishing research and design practices from scratch.
- Led discovery, usability clinics, blind design tests, and validation for in-vehicle interfaces (instrument cluster and SYNC infotainment) and connected companion apps.
- Facilitated design sprints with engineering teams, embedding user evidence into vehicle-program decisions.

Product Designer (UX/UI) & UX Researcher — Kyvo Design-Driven Innovation

São Paulo, Brazil · 2016 – 2019

- Delivered end-to-end product design and research for financial services clients — **Visa, Santander, Safra, B3** — focusing on onboarding and transactional journeys in regulated, trust-based domains.
- Supported early-stage product definition and UX strategy in fintech acceleration programs; facilitated workshops and design sprints across banking and fintech teams.

Previous Roles (Selected)

- Head of Design — Teatro Castro Alves (2016–2019)
- Communication Manager — CIPÓ NGO (2013–2016)
- Marketing Analyst — Performance Auditing (2010–2011)

EDUCATION

MBA in Data Science & Analytics

Universidade de São Paulo (USP) · 2021–2022

Master's Program in Society and Culture

Universidade Federal da Bahia (UFBA) · 2015–2017

BA in Communication & Design

Universidade Salvador (UNIFACS) · 2007–2011

CERTIFICATIONS

Product Management — The Hero Camp (2023)

UX Management — Interaction Design Foundation (2023)

User Research — Interaction Design Foundation (2020)

Design Thinking — Interaction Design Foundation (2020)

TOOLS & METHODS

Design: Figma, ProtoPie, Adobe Creative Suite, Miro/ FigJam

Research: Maze, UserTesting, Dovetail, Qualtrics

Analytics & Data: Mouseflow, Power BI

Methods: Design Systems, Mixed-Methods Research, Usability Testing, Journey Mapping, Design Sprints, Data-Informed Design, Experimentation

Ways of Working: SAFe, Scrum, Kanban

LANGUAGES

Portuguese — Native · English — Fluent

German — Intermediate · Spanish — Intermediate