

Camilla Maia

Senior Product Designer | B2B SaaS | Dev Tools

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Muenster, NRW, Germany

Product designer with 7+ years owning end-to-end design in complex B2B SaaS environments. I specialize in developer-adjacent products — running research, defining experiments, and shipping validated solutions directly in production code using AI-assisted development.

I work best in remote-first, high-ownership environments where design is treated as a product function, not a service.

Work Experience

Senior Product Designer

Aug 2021 - Present

Echometer | Germany

Solo product designer on a B2B SaaS platform for team development (retrospectives, 1:1s, structured feedback). Owned the full design process across discovery, experimentation, and implementation in a PLG environment.

- Redesigned the signup and onboarding flow across two consecutive iterations, improving M1 activation (first retro completion) by 192% (99.18% confidence, 1,974 participants) and signup conversion by 49.64% (95.23% confidence, 3,500+ participants). Implemented both changes directly in the codebase using HTML and Tailwind CSS.
- Rebuilt the product's information architecture, migrating from a feature-centric sidebar to an entity-centric top navigation based on workshop findings that revealed a fundamental user mental model mismatch. Navigated rollout tension between existing and new users by designing a parallel transition path instead of compromising the IA decision.
- Redesigned the retrospective preparation flow, identifying scope boundaries with the founders to ship a validated solution that improved conversion without over-engineering. Advocated for the deferred portion of the problem in subsequent roadmap cycles.
- Prototyped directly in the production codebase using AI-assisted development, enabling real-user validation between design iterations and reducing engineering rework on final implementation.
- Collaborated directly with engineers during implementation, shaping interaction logic, system behavior, and edge cases, and contributing low-complexity code (HTML, CSS, Tailwind).
- Ran end-to-end research cycles including user interviews, workshops, PostHog funnel analysis, and A/B testing to define hypotheses and measure outcomes.

Service Planning/Product Designer

Jul 2020 - Jul 2021

UlikeKorea | Korea

Led end-to-end design for a new cross-platform health tracking product (web, iOS, Android) from concept to prototype. Concurrently owned the complete redesign of the company's main iOS and Android product.

UX Designer/Project Manager

Aug 2019 - Mar 2020

Adriel | Korea

Designed data-informed user experiences and managed cross-functional delivery for a B2B advertising platform.

Research Assistant

Aug 2017 - Jul 2019

Yonsei University - Digital Media Lab | Korea

Led UX/UI projects translating academic research into applied digital products. Coordinated junior researchers and delivered outcomes in collaboration with industry partners.

Assistant Research Fellow
Brazilian Space Agency | Brazil

Jun 2015 - Jun 2016

Contributed to UX and system design for a national MOOC platform.

Core Skills

Product & Growth: Experimentation & A/B Testing, Conversion & Retention Optimisation, Metrics & Hypothesis Definition, Product-Led Growth (PLG), Agile Methodologies

Design & Research: Interaction Design & Design Systems, User Research & Usability Testing, End-to-End Design Process (Discovery → Delivery → Iteration), Cross-functional Collaboration (Product, Engineering, Data), Implementation Guidance & Developer Collaboration

Tools & Technical: HTML, CSS (Tailwind), Figma, JavaScript, PostHog, Google Analytics

AI Tools: Claude, ChatGPT, Codex, Lovable

Education

Yonsei University

Jan 2017 - Dec 2019

Master Design

UniCEUB-Brasília University Center

Jan 2009 - Dec 2014

Bachelor of Applied Science Architecture Urban Planning

Languages

English (*fluent*), German (*beginner*), Korean (*proficient*), Portuguese (*native*)