# Carolina Silva

Senior Product Designer

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## Work Experience

**Senior Product Designer** Sep 2025 - Present
Amazon (Seattle, WA)

Sole designer for an AI-assisted disruption management tool used around the clock by air cargo network operations teams, from field research to product strategy.

- Ran field research at operational facilities and facilitated a cross-functional service blueprint workshop, aligning data, engineering and operations around one design strategy.
- Mapped recovery workflows end to end and turned them into product requirements with product and engineering, removing redundant steps and manual data entry.
- Created a six-stage disruption framework (Detect, Assess, Replan, Coordinate, Implement, Learn), now the shared model across design, engineering and operations.
- Co-authored the 2027 product strategy, defining how each recovery workflow matures on its own timeline: optimize, then recommend, then automate.
- Tackling tool fragmentation: designing an AI-powered, role-aware workspace that serves as an integration layer, unifying the 12 tools operators switch between.

**Senior Product Designer** Aug 2023 - Sep 2025
Alaska Airlines (Seattle, WA)

Led design of MxHub, a mobile-first internal platform for 1,000+ maintenance technicians, replacing a 27-year-old legacy system.

- Consolidated multiple tools into a single, glanceable dashboard for real-time aircraft status and task tracking.
- Streamlined a 3-step, multi-system workflow into one step, cutting task time by 60%.
- Co-designed with technicians in the field and validated through research, feedback loops and internal roadshows, keeping MVP delivery on track.
- Rebuilt trust with PMs, engineers and VP-level maintenance leadership in a risk-averse culture, shipping a scalable MVP on schedule.

**Product Designer** May 2022 - May 2023
Premise Data (San Francisco, CA)

Main designer for Report Insights, a platform for building analytical reports. Designed complex data visualizations (charts, maps, dashboards) and partnered with PM, engineering and legal, with the goal of cutting report build time from two weeks to two days.

**Product Designer** Jan 2021 - May 2022
IBM (São Paulo, SP)

Lead designer for the self-service kiosk redesign of one of Brazil's largest power utilities: 20 features across 800+ kiosks serving 8.6 million customers.

- Adapted IBM's Carbon Design System to the client's brand, keeping components consistent and accessible.
- Ran field research and a heuristic evaluation, then redesigned onboarding and core flows for first-time users.
- Raised user engagement by 42% and cut lines at agencies by 31%.

**Product Designer** Jan 2019 - Dec 2019
Banco BS2 (Belo Horizonte, MG)

Designed app platforms for credit card accounts, guiding the product lifecycle from concept to launch with customer and IT teams.

## Education

**Centro Universitário de Tecnologia, Unifatec**
MBA in UX Design, UX Research 2023 - 2024

**University of California, Berkeley**
UX/UI Design 2020 - 2021

**Pontifícia Universidade Católica de Minas Gerais**
Industrial Engineering 2016 - 2019

**University of Alabama in Huntsville**
Industrial Engineering 2015 - 2016
CAPES fellow, Science without Borders program of the Federal Government of Brazil.

## Skills

Internal and enterprise tools, Data-dense interfaces and visualization, AI-assisted products, Design systems, Service blueprinting, Field research, Usability testing, Information architecture, Prototyping
**Tools:** Figma, FigJam, Claude Code, Dovetail, Miro, Asana

## Certificates

**Lean Six Sigma Green Belt** Alabama Technology Network
**Introduction to Marketing** University of Pennsylvania