

Lucas Dantas

Senior Product Designer

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Summary

Senior Product Designer with 12+ years of experience, specializing in fintech and payment systems. Currently working at Mercado Pago, designing merchant experiences for Smart POS devices used by millions of sellers across Latin America. Strong experience in product strategy, scalable systems and data-informed design, with a focus on simplifying complex financial workflows.

Experience

Jul 2023 — Present

Mercado Libre - Senior UX Designer

Designing merchant experiences for Smart POS devices used by millions of sellers across Latin America.

- Led the transition from a monolithic payment application to a modular launcher architecture, improving scalability and reducing release dependencies.
- Designed a new navigation system for Smart POS devices, improving discoverability of key features such as payments, reports and business tools.
- Conducted usability testing at scale (300+ participants), achieving over 95% task success rates for core payment flows.
- Contributed to measurable improvements, including +13pp NPS, reduced system issues and increased adoption of reporting and financial features.
- Defined design guidelines and standards, enabling multiple teams to build consistent applications across the Smart POS platform.
- Used AI tools to support research synthesis, prototyping and documentation workflows.

Dec 2019 — Jul 2023

PagBank - Product Designer

Worked on Pix, Brazil's instant payment system, designing payment experiences used by over 21 million users.

- Designed and improved Pix payment flows, including transfers, QR code payments and key management features.
- Led research initiatives combining qualitative and quantitative methods (300+ users), identifying usability issues and product opportunities.
- Improved Pix key management experience, increasing new key registrations by +21.5% and portability requests by +16.7%.
- Simplified transfer experience by unifying Pix and TED flows, improving usability and reducing friction.
- Collaborated with product and engineering teams to define MVP scope, product direction and success metrics.

Jul — Dec 2019

Tilix - UX/UI Designer

- Designed fintech products and internal systems, including mobile and web interfaces.
- Created high-fidelity prototypes and supported usability validation with stakeholders and users.

2014 — 2019

Colégio Planeta - Marketing Designer

- Led digital design and marketing initiatives, including landing pages, SEO strategies and A/B testing.
- Improved user acquisition and engagement through data-informed design decisions.

Skills & Languages

Product & UX

Product Strategy, UI/UX Design, Fintech & Payments, Merchant Experience, UX Research, Usability Testing, Design Systems, Information Architecture, Data-Driven Design, Project Management.

Tools

Figma, Prototyping, Analytics Tools, AI Tools, HTML/CSS, Adobe products.

Languages

- Portuguese (Native)
- English (Advanced)
- Spanish (Professional Working)

Education & Certifications

Associate Degree – Graphic Design

Estácio de Sá University

Certifications

- How to Create Intuitive Products by Imitating Physicality — IxDF
- Artificial Intelligence: Productivity & Career — Escola Conquer
- Negotiation & Influence — Escola Conquer
- Strategic Thinking – LinkedIn
- Enterprise Design Thinking Practitioner — IBM