Eduardo Tronco

Product Design Manager

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Summary

Product Design Manager with 8+ years of experience across fintech, banking, and regulated industries. Lead a team of 3 designers while owning end-to-end product work, from discovery to A/B-tested results in production (+2pp first-time-deposit conversion, +7.49% registration step conversion). Pioneered user research operations and design-system tooling across four product verticals, and use AI skills daily to speed up prototyping, presentations, and stakeholder alignment. Experienced working with internationally distributed teams in a remote-first, compliance-heavy environment.

Main Skills

End-to-End Product Design • Design Systems & Design Tokens (Figma, Token Studio) • User Research & Usability Testing • A/B Testing & Experimentation • Data-Informed Design (Mixpanel, Tableau) • Team Leadership & Mentorship • Hiring & Performance Management • Cross-Functional Stakeholder Collaboration • AI-Assisted Design & Prototyping (Figma MCP, Claude Code) • Information Architecture • High-Fidelity Prototyping

Experience

KTO | Product Design Manager

Oct 2025 – Present | Porto Alegre, Brazil (Remote, HQ in Malta)

- Promoted to Product Design Manager after 8 months as Senior Product Designer; lead a team of 3 designers (peak of 4, including one based in Malta) at a regulated LatAm sports betting platform
- Led 2 designer hiring processes end-to-end (sourcing through final decision) and owned the hiring call

- Introduced structured team rituals (biweekly 1:1s, weekly critique, structured onboarding), a twice-yearly 360 performance cycle, and monthly career check-ins with individual career plans to coach designers
- Partner closely with Product Managers through sprint-by-sprint check-ins on prioritization, restructuring, and progress; tracked app adoption rate, registration-to-first-deposit conversion (NRC-to-FTD), and FTD volume across web and app, with a focus on the OKR of making the app our primary product
- Owned end-to-end redesign of the Pix deposit flow, from discovery and competitor benchmarking through A/B and usability testing to launch; the shipped solution delivered a sustained +2pp lift in first-time-deposit conversion in production
- Pioneered user research at KTO: built a self-serve research operations program (interview and usability testing methodology, Confluence playbook, Compliance alignment) used by the design team embedded across all four product verticals, and ran the company's first interviews with real users (VIP segment), handing the VIP team a ready-to-use interview guide
- Enabled my team to move fast with the same framework: a designer took a current-state journey blueprint initiative from idea to an approved, in-execution research plan within a week
- Eliminated a single point of failure in the multi-brand design system by securing budget for 3 Token Studio licenses (€561.60/year), expanding token management from one person to the wider team and keeping the system maintainable and fast to evolve
- Oversaw a human-in-the-loop, AI-assisted design-to-code pipeline (Figma > Token Studio > GitHub): guided my designer's weekly alignment with the front-end tech lead, who implemented components and tokens in Token Studio and exported them to GitHub, where developers built the shared component library used by all squads. AI supported token creation, pattern review, and developer testing
- Adopted AI skills across the design team and product squads to cut repetitive work: a Jira-to-Confluence status summary skill used by all product squads to speed up weekly stakeholder alignment, a design-system-constrained prototyping skill that lets designers show ideas faster and defend UI decisions with working prototypes, and a brand-consistent presentation skill that makes on-brand decks dramatically faster to produce

KTO | Senior Product Designer

Feb 2025 – Sep 2025 | Porto Alegre, Brazil (Remote)

- Designer across the Payments and Registration product teams, owning initiatives end-to-end from problem framing to shipped, QA'd screens
- Designed and shipped A/B-tested improvements to the registration funnel, including a field-description removal test that lifted step 1-to-2 conversion by **7.49% (relative)**, from ~47% to ~50.5%.
- Led the 0-to-1 design of a new bank account registration flow and Pix Biometria, a biometric-based payment method, through benchmarking, team ideation (Crazy 8s), high-fidelity design, and QA
- Ran a design sprint exploring a World Cup promotions concept, translating a marketing idea into a testable product direction

Independent Ventures | Founder

Jan 2024 – Jan 2025 | Porto Alegre, Brazil

- Designed and launched a digital product for psychologists: a pack of 365 editable Instagram post templates (one post per day for a year), created end-to-end by myself
- Sold 100+ units through Meta Ads campaigns I built, tracked, and budgeted, scaling the price from R$19.90 to R$79.90
- Ran a paid traffic and affiliate marketing agency, using a data-driven discovery process (YouTube views, Reddit communities, Google Trends, high-volume keywords) to identify top-of-funnel products with affiliate programs
- Built and launched Meta Ads campaigns, monitored performance metrics, and managed budget allocation per product
- Volunteered with Cozinheiros do Bem, a community initiative distributing meals to people experiencing homelessness

FTD Educação | Freelance UX Researcher

Nov 2023 – Jan 2024 | Porto Alegre, Brazil

- Analyzed 60+ hours of screen recordings from the Ionica studying platform, identifying key usability flaws and improvement opportunities

Career Transition & Independent Study

Jun 2023 – Nov 2023

- Self-directed period of personal projects, upskilling, and strategic reflection on the next steps of my product design career

PagSeguro Bank | Senior Product Designer

Aug 2022 – Jun 2023 | São Paulo, Brazil

- Owned the Cash In product experience, partnering with POs, PMs, and the Design Manager to shape product direction and sprint priorities
- Reduced a 5-month "screen-only" backlog with a 3-week action plan, shifting the team from demand-based execution to design-led practice
- Introduced a Monthly Design Update ritual and drove user testing and interviews to align Design, Business Analysts, Engineering, and Operations on product decisions

Sicredi Bank | UX Designer Analyst II

Oct 2019 – Aug 2022 | Porto Alegre, Brazil

- Contributed to a 12% increase in Client Acquisition Rate (2021) by testing and refining user flows for the investment experience
- Led the integration of a white-label homebroker into the bank's design system and experience, running 15+ hours of user interviews; 90%+ of the key clients offered the product began using it

Cadastra Agency | UX Designer Jr

Dec 2017 – Oct 2019 | Porto Alegre, Brazil

- Cross-analyzed usability reports, analytics, and technical SEO data to identify e-commerce UX gaps, contributing to a 40% sales increase (2018–2019)
- Led research and facilitated 13+ hours of client workshops (empathy maps, journey mapping, dot voting)

Education

- PUCRS University | Bachelor of Advertising | Porto Alegre, Brazil | 2010 – 2015
- Awari | Product Design Course | Porto Alegre, Brazil | Jul – Aug 2018

Languages

- Portuguese: Native
- English: Fluent
- Spanish: Limited working knowledge