

Patrícia Cabrita Bernardo

Senior Product Designer / UX & UI Designer

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16.01.1988 · Married · CV prepared for Product Design roles in Switzerland



PROFILE

Product Designer with a strong UI foundation and hands-on experience across SaaS, fintech, analytics and mobile/web products. I turn complex requirements into clear flows, polished interfaces and dev-ready systems — working closely with product and engineering from exploration to prototype and implementation QA. Experienced designing for AI-powered products and building directly with the Anthropic and OpenAI APIs.

EXPERIENCE

Senior Product & Marketing Designer · Kamuno AG · Contract

Jan 2024 – Present

- Lead design across product, marketing and partner touchpoints for a Swiss fintech focused on SME financing.
- Designed landing pages, partner flows, portal concepts and financing experiences with a focus on clarity, trust and conversion.
- Created visual and UX direction for AI-assisted knowledge and support flows, helping partners self-serve before contacting support.
- Designed prompting flows and product interfaces for LLM-powered features, working directly with the Anthropic and OpenAI APIs to shape and test AI-assisted experiences.
- Built campaign assets, presentation templates and brand-consistent communication for product, sales and leadership use.

Product Designer, App Intelligence · 42matters → Similarweb · Contract

Apr 2022 – May 2026

42matters — leading app intelligence provider, acquired by Similarweb in July 2024.

- Designed UX/UI for App Intelligence, a data-rich product used to understand apps, markets, competitors and performance signals.
- Worked on areas including AI Reviews, ASO / Keywords, Top Charts, SDK / Technographics, connector flows and overview experiences.
- Translated complex data and product logic into clear tables, filters, comparison flows, tooltips, fallback states and actionable interface patterns.
- Collaborated with VPs, product managers and engineers to clarify requirements, map edge cases, prepare Figma handoffs and improve implementation quality.
- Contributed to significant client growth that established 42matters as a recognised market leader, leading to its acquisition by Similarweb in July 2024.

UI/UX & Graphic Designer · Earlier experience

Prior roles

- Designed mobile and web interfaces, mockups, prototypes, brand systems and campaign visuals across different industries and product contexts.

SELECTED SKILLS

Product design UX/UI, information architecture, responsive design, dashboards, filters, comparison views, data-heavy interfaces

Design systems Figma components, prototypes, dev handoff, UI QA, edge cases, empty/error states, localization

AI & APIs Anthropic API, OpenAI API, prompt design, LLM-powered product flows, AI feature UX, working with API responses to shape interfaces

Tools — Expert: Figma, FigJam, Photoshop, Illustrator · **Proficient:** Cursor, Claude Code, After Effects, ChatGPT / OpenAI · **Familiar:** Vercel, GitHub, Google Analytics

Soft skills Ownership · Attention to detail · Problem-solving · Collaboration · Adaptability · User empathy · Proactivity · Resilience

EDUCATION & LANGUAGES

Education Design studies, Escola Superior de Tecnologias e Artes de Lisboa (ESTAL), 2008 – 2011

Languages Portuguese — Native · English — C1 (self-assessed) · German — A1

I bring strong ownership, clear communication and a detail-oriented design mindset — helping teams turn complex ideas into polished, user-friendly digital experiences.

References available upon request