Thayna Santana

Senior Product Designer

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Portfolio: thaynasantana.com/projects/enzzo | thaynasantana.com

SUMMARY

Product designer with 5+ years of experience, the last two as the only designer at an enterprise AI platform that takes hardware products from idea to launch. I redesigned workspace creation after finding 40% to 67% early drop-off, rebuilt the navigation and the design system, and ship UI fixes in code.

EXPERIENCE

Senior Product Designer Aug 2024 to Nov 2026 | Seattle, WA
Enzzo

AI platform that takes hardware products from idea to launch, used by enterprise clients including Resideo, Ralliant, Fluke, Arlo, Honda and Tektronix.

- Owned design end to end, from research and UX writing to the design system, across navigation, chat, gated workspaces, scoring, collaboration, onboarding, data tables and exports.
- Presented new features to enterprise clients on calls, often changing the design live from their feedback, and got CEO and CTO approval before designs shipped.
- Built the design system from scratch and packaged 69 components and 84 color tokens so Claude Design can build on-brand prototypes. Shipped UI fixes in code with AI coding tools (50 commits since April 2026, 46 in production).
- Analyzed usage across four trial accounts and found early abandonment of 40% to 67% in the ungated flow versus 17% in the gated one. Used that to redesign workspace creation into two cards per screen with plain-language copy; for the client it was built for, 11 of 12 front doors were completed (92%), up from 17 of 20 (85%).
- Designed the core interaction patterns, including a four-suggestion quick actions panel, a chat question model and the rule for how the AI reports its own actions, and audited 12 product tours, retiring 4 and repairing 1.

User Experience Designer Sep 2020 to Oct 2024 | Seattle, WA
Thayna Santana Studio

Worked with startups and established companies on products from research through front-end build. Finished remaining client work in 2024 while starting at Enzzo on a contract.

- Led 5+ web and mobile projects from user flows through front-end build.
- Raised engagement by 42% through interface design.
- Wrote user profiles and task analyses, which led to 20% higher user satisfaction and 10% higher conversion.

Business Integration Analyst / User Experience Engineer Jan 2020 to Jul 2020 | Houston, TX
Accenture

Wrote ABAP to extend the SAP system for a sustainability initiative at an energy client, adding functionality as part of an engagement that raised internal process efficiency by 35%.

- Raised product satisfaction by 20% with software that automated manual tasks.
- Worked with a team of 5+ stakeholders to turn business needs into shipped products.

SKILLS

Design: Systems Thinking, Design Systems, Design Tokens, Component Libraries, Interaction Design, Conversational and Agentic Interface Design, Information Architecture, User Flows, Wireframing, Prototyping, Visual Design, UX Writing, Design QA, Design to Code, Accessibility

Research: User Research, Competitive Analysis, Journey Maps, Heuristic Evaluation, Usability Testing, A/B Testing, Survey Design, Semi-Structured User Interviews, Contextual Inquiry, Enterprise Pilot Programs

Tools: Figma, FigJam, Protopie, Storybook, Claude, Claude Code, Claude Design, Cursor, Figma MCP, Jira, Confluence

Code: HTML, CSS, JavaScript, Tailwind design tokens

EDUCATION

Master's Degree | Human Computer Interaction + Design — University of Washington, US
Bachelor's Degree | Political Science — Universidade de Brasilia, BR
Certificate | UX & Visual Interface Design — University of Washington, US