

Marlon Cardona

Senior Product Designer

Belo Horizonte, MG · On-site / Remote / Hybrid | marlon@marloncardona.com | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Senior product designer specialized in complex systems and high-ambiguity digital products, with depth in fintech, operational platforms, and 0-to-1 products. I connect strategy, discovery, and execution, with direct influence on product and engineering decisions beyond the interface. I work best in large contexts, with complex operations and cross-functional teams, where process consistency and long-term vision matter as much as execution speed. I operate end-to-end, from problem definition to production delivery, helping teams evolve their products with consistency and speed.

PROFESSIONAL EXPERIENCE

Senior Product Designer & Product Lead

Jun 2025 – Jul 2026

Allu.Invest (Alligator Group) — Belo Horizonte, MG

- Rebuilt the investor app so existing investors could sign and pay for contracts in it: in the first month, 93% of contracts from the investor base closed in the app, which brought in **R\$14M of the business unit's R\$30M record month** (vs. an average of R\$17M in the prior semester).
- Responsible for the product vision (3-year horizon), roadmap, and metrics for the Investments business unit, managing a portfolio of **R\$750M in assets under management**.
- Evolved the allu design system for Allu.Invest (tokens, guidelines, components), raising consistency across business units and increasing the monthly volume of features shipped.
- Structured the architecture of the business unit's 2 core products: the investment app and the internal contract management system (FIDC and Debentures).
- Rebuilt the complete architecture of the investment app and the internal system, launching new features for investors and internal users, with the **full migration delivered in 2 months**, improving delivery speed, reducing bugs, and increasing customer satisfaction.
- Integrated Claude and Cursor to accelerate interface development, drive the migration, and build the Allu.Invest design system, generating AI-assisted components while maintaining visual consistency from build to production.
- Direct partnership with the Head of Product, the business unit's VP, and Engineering leadership.

Senior Product Designer

Jul 2023 – Jun 2025

Allu (Alligator Group) — Internal Products — Belo Horizonte, MG

- Led the end-to-end design of allu's central administrative system, covering B2B, B2B2C operations, and physical asset management across dozens of interconnected modules.
- Co-created the Risk and Credit modules, reducing analysis time and increasing the credit approval rate.
- Built logistics modules for shipping, returns, and receiving of goods, integrated with the allu.office system.
- Implemented Asset Management Control, allu's first product built 100% with AI (Lovable + Cursor), connecting physical subscription assets to maintenance, inventory, logistics, and technical support processes.
- Co-led the rebrand from Alligator to allu with the agency Africa: positioning, and the new brand in the product page and checkout (+25 p.p. from product page to checkout, PageSpeed 89).
- Implemented the recurring payment model for electronics subscriptions, **which grew subscribers by 32,000 and generated R\$9.3M in MRR in its first year**.
- Acted as Product Manager for Internal Products, directly driving problem definition, prioritization, roadmaps, and cross-functional execution with Engineering.

Product Designer

Jun 2022 – Jul 2023

Allu.Invest (Alligator Group) — Financial Products — Belo Horizonte, MG

- Led the design of the investment app from launch, with continuous growth in assets under custody.

- Built the internal contracts and payments system: redesigned critical flows that cut transfer processing time from **5 hours to 14 minutes** (~95% reduction), on a volume of **R\$5–9M/month**.
- Conducted user research, prototyping, and engineering handoff with a focus on reliability and financial security.

Founding Product Designer

Apr 2021 – Jun 2022

Alligator — Belo Horizonte, MG

- Redesigned e-commerce journeys; during the period, ARR grew from **R\$641K to R\$1.73M (+171%)** and active subscriptions from **2,607 to 7,766 (+198%)** in 1 year.
- Defined UX metrics and tracked results alongside the product team.

Product Designer

Feb 2020 – Apr 2021

Transportadora Andrade — Betim, MG

- Developed a corporate training platform with **83% engagement and 95% approval** on assessments.
- Developed logistics control systems for carriers.
- Created the company's style guide and corporate website.

SKILLS

Product Design · UX Strategy · Interaction Design · UI & Visual Design · Design Systems & Tokens · Information Architecture · Prototyping · UX Research · Usability Testing · Service Design · Accessibility (WCAG 2.1) · Motion Design & Microinteractions · Data-informed Design · AI-Augmented Design & Prototyping · Product Discovery · Product Strategy · Product Vision & Roadmapping · Product Metrics & KPIs · Growth & Monetization · O-to-1 Products · B2B SaaS & Enterprise Platforms · Stakeholder Management · Cross-functional Leadership · Workshop Facilitation · Agile · Figma · Cursor · Mixpanel · BigQuery

EDUCATION

PUC/RS — Postgraduate Degree in UX Design 2024 – 2025

PUC/MG — Bachelor's Degree in Mechanical Engineering 2012 – 2019

SAGA — Technical Degree in Graphic Design 2010 – 2013

LANGUAGES

Portuguese (native) · Spanish (advanced) · English (intermediate, B1; advanced listening comprehension)