

Camila D'Ávila Fernández

Senior Product Designer

Amsterdam, Netherlands

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I'm a senior product designer with 10+ years across startups and large companies, B2B and B2C, shipping products used by millions. I like the messy middle: an ambiguous problem and a small team, staying close to engineering so what ships matches the intent.

Work Experience

Senior Product Designer, Shiftbase

Feb 2025 – Present, Amsterdam, Netherlands

Sole designer on Shiftbase's New Value team, building HR Pro, a B2B add-on that takes SMB hospitality and retail employers from job offer to shift-ready hire. Ran the discovery that shaped the product's scope and roadmap, then owned the design end to end through a beta that grew from 35 to ~600 customers within a year, ahead of its paid launch in the Netherlands (Jul 2026).

Product Designer, Formitable (acquired by Zenchef)

Feb 2023 – May 2024

Owned B2C design for Formitable's consumer app (now the Zenchef app), focused on acquisition and retention for restaurant diners. Grew average daily app bookings from 156 to 1,246 within a month by converting web-widget traffic into app installs, and increased engagement by building group-booking coordination into the product.

Product Designer, Disney Streaming

Apr 2022 – Nov 2022, Amsterdam, Netherlands

Contributed to the Disney+ Ad Tier launch on the Profile & Identity team, designing the customer experience for the new ad-supported plan, and worked on cross-platform UX consistency across Disney products.

Product Designer, TicketSwap

Feb 2020 – Mar 2022, Amsterdam, Netherlands

Owned the sell flow across web, iOS, and Android on TicketSwap's peer-to-peer marketplace. Diagnosed conflicting funnel design with data, engineering, and support, then redesigned the flow, lifting listing completion from 48% to 60% and ticket sales by 25%.

Product Designer, NGTI (Swisscom)

Sep 2017 – Oct 2019, Rotterdam, Netherlands

Designed native iOS/Android experiences for myCloud, Swisscom's consumer cloud-storage product, balancing platform constraints with user research.

Designer, Nibo

Mar 2016 – Mar 2017, Rio de Janeiro, Brazil

Sole designer at a 40-person company, covering wireframing, product flows, and marketing visuals.

Education

Bachelor in Design, Federal University of Santa Catarina (UFSC)

2010 – 2016, Florianópolis, Brazil

Exchange, Graphic Design, Willem de Kooning Academie

2014 – 2015, Rotterdam, Netherlands

Exchange, Graphic Design, ORT Uruguay

2012, Montevideo, Uruguay

Languages

English — Full professional proficiency

Portuguese — Native proficiency

Spanish — Native proficiency

Dutch — A2 proficiency

Skills

Product Design, Product Discovery, User Research, Interaction Design & Prototyping (Figma), AI-Assisted Prototyping (Claude Code), Usability Testing, B2B & B2C SaaS