

JÚLIA KORTE FERREIRA

Director of Product Design — AI, Data & Platform Products

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Work authorization: Italian (EU) and Brazilian citizen · Canadian permanent resident

PROFESSIONAL SUMMARY

Product design leader with 10+ years in enterprise SaaS, retail media, logistics and analytics, and 6+ years managing designers and design managers. I build design organizations, set product strategy with Product and Engineering, and take complex data, AI and marketplace problems to shipped, measurable outcomes — currently leading a legacy BI product's migration into an AI-native, agentic analytics platform.

CORE SKILLS

Industries	Retail media and adtech · Logistics · Enterprise B2B SaaS · Agtech marketplaces · Procurement
Design leadership	Team building and hiring, managing managers, career frameworks, performance and OKRs, budget ownership, design ops, executive alignment
Product strategy	Product vision, roadmapping, 0→1 development, portfolio and platform strategy, information architecture, vendor evaluation and build-vs-buy
AI and data	AI product design, conversational and agentic UX, explainability and trust patterns, human-in-the-loop review, analytics and BI design
Research	Qualitative and quantitative research, interviews, usability testing, co-creation workshops, journey mapping, CSAT/NPS, product analytics
Systems and craft	Design systems, component libraries, accessibility (WCAG), prototyping, UI design, UX writing
Tools	Figma, Figma MCP, Claude Code, Cursor, Codex, Lovable, Replit, Vercel, Amplitude, Qlik, Jira

PROFESSIONAL EXPERIENCE

Director of Product Design — Loblaw Advance

September 2025 – Present · Toronto, Ontario, Canada

- Lead a multi-disciplinary team of 6 across four data, media and AI platforms — Loop, Media Aisle, DSP experiences and LDIA (Loblaw Data, Insights & Analytics).
- Own design strategy for the transformation of LDIA from a legacy Qlik reporting product into an AI-native analytics platform, reframing a technology migration as a product shift from dashboards to decisions.
- Defined the agentic product model — see, understand, act — and its trust patterns: evidence, reasoning visibility, confidence, explicit control and recovery on consequential AI actions.
- Support a platform enabling \$60M+ in advertiser revenue; advised vendor and platform selection against a defined target experience rather than vendor demos.
- Established the first-ever satisfaction baseline (68% CSAT, +8 NPS, 81% data trust) and the weekly adoption funnel used to measure post-migration performance; onboarded 100% of the vendor user base after private beta.

Advisor — Xphera Tech

July 2025 – Present · Toronto, Ontario, Canada

- Advise the founding team of an early-stage startup building an enterprise procurement platform 0→1 — product direction, design practice and AI-assisted engineering workflow from the first line of code.

Director of Product Design — Loadsmart

July 2021 – September 2025 · Chicago, Illinois, United States (remote)

- Promoted twice: Manager (2021) → Senior Manager, Product Experience Design (2022) → Director (2024).
- Grew the design organization to 15+ designers and design managers, owning hiring, leveling, career paths and a shared quality bar across product lines and time zones.
- Led design across six product lines — ShipperGuide TMS, Opendock scheduling, Navtrac computer vision and AI operations — as one connected ecosystem, not six separate roadmaps.
- Led design and research for ShipperGuide, a lite-TMS taken 0→1 to market: loads booked grew 43 → 1,537 per month in year one (36x), MRR up 367% half over half, NPS 27, and a G2 2024 Leader for Best ROI, Easiest Setup and Best Support.

Director of Product Design — Loadsmart (continued)

- Established Miranda, the company-wide design system, cutting duplicated interface work and giving six products a consistent visual and interaction language.
- Drove Future Ready, a cross-organization innovation initiative that sized a \$14–21B addressable SMB segment and shaped company strategy.
- Partnered with executive, product, engineering, sales and customer success leadership on portfolio prioritization, cross-sell strategy and pricing-relevant product decisions.

UX Manager — Orbia

October 2019 – July 2021 · São Paulo, Brazil

- Promoted twice: UX Design Specialist (2019) → User Experience Lead (2020) → UX Manager (2021).
- Grew the design function from 2 to 10+ designers and researchers across squads, establishing shared UX process, rituals, OKRs, research practice and department budget ownership.
- Owned design for a digital agriculture marketplace serving 230K+ registered producers and 200+ distributors across Brazil, spanning 1M+ platform transactions, a 10K+ product rewards ecosystem and 450K completed redemptions.

Product Designer — Freelance

November 2018 – March 2021 · Toronto, Ontario, Canada

- Delivered UX design, UX writing, responsive web design, interaction design and prototyping for companies and independent clients.

Digital Specialist — Black Professionals in Tech Network (BPTN)

May 2019 – October 2019 · Toronto, Ontario, Canada

- Owned content strategy, brand voice and marketing execution, and supported UX for the network's products and website.

Earlier career — Búfalos, Weber Shandwick, Editora Globo

January 2013 – August 2018 · São Paulo, Brazil

- Content Specialist, Búfalos (2017–2018): multimedia content and web series for Mitsubishi, Discovery Channel and Toyota — scripts, budget and crew.
- Senior Account Executive, Weber Shandwick (2015–2017): communications strategy and crisis management for Cognia, the world's largest private education group.
- Reporter, Editora Globo (2013–2015): reporting and editorial production for national print and digital titles.

EDUCATION

Postgraduate Certificate, Interactive Media Management — Centennial College, Toronto, Canada (2018–2019)

Future Studies — Hyper Island (2021)

Continuing Education, Marketing — Fundação Getulio Vargas, Brazil (2016)

Specialization, Social Media — Fundação Armando Álvares Penteado, Brazil (2015)

Extension Course, Image Editing — Centro Universitário Senac, Brazil (2015)

CERTIFICATIONS & LANGUAGES

Certifications Design System Specialist · Futur.e Me · TOEFL

Languages English (native/bilingual) · Portuguese (native/bilingual) · French (full professional) · Italian (professional working)