Brenda Linck

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Senior Product Designer • 0-to-1 • Product Strategy • AI

10+ years across visual, UX and product design, combining product strateg research and strong visual craft to turn ambiguous problems into products people can actually use and enjoy.

Experience

SAP
Product Strategy • SAP Managed
Current • Brussels, Belgium

- Shaping portfolio-level product strategy across SAP-managed products and AI initiatives, mapping capabilities, ownership and cross-product dependencies.
- Leading research for a unified observability experience identifying how users could monitor and understand AI-agent activity across fragmented product surfaces.
- Turning fragmented product information into shared roadmap, risk and decision views for executive alignment.

SAP
Senior Product Designer • Fabric Platform
2025 - 2026 • Brazil - Belgium

- Shaped a future-state interaction concept for AI agents, translating emerging product and technology capabilities into a cohesive experience vision presented to SAP’s Executive Board and Supervisory Board.
- Redesigned Fabric’s onboarding, 91% reduction in onboarding effort.

SAP
Senior Product Designer • Procurement
2025 • Brazil

- Designed AI-assisted product experiences for SAP Procurement for category managers in planning and strategic decision-making
- Facilitated cross-functional workshops to uncover user needs, align produ direction and explore new product frontiers.

Deskfy
Senior Product Designer
2024 • 2025 Brazil

- Designed core social media integration, contributing to a 90% increase in feature engagement.
- Owned and evolved product design system while improving design-to-development workflows and reducing implementation time.

Loopt
Staff Product Designer
2023 • 2024 Brazil

- Led product design across multiple zero-to-one ML products for ports an logistics operations.
- Conducted field research and interviewed 30+ industry key players, translating complex physical workflows into digital products.
- Designed a solution adopted by 100% of users within its first week, achieving 98% usability satisfaction. Products later reported as delivering 28% fewer unproductive moves and 33% higher machine productivity.

Dietbox
Research UX Designer
2023 • 2024 Brazil

- Combined qualitative research, behavioral analytics and product metrics t identify gaps and opportunities and influence product priorities
- Led a SUS study with 1000+ responses, complemented by NPS research t validate a major product redesign during implementation
- Established research practices spanning user interviews, usability tests, heuristic evaluations, heat maps and behavioral analytics
- Moved the organization toward a more evidence-driven product development process.

Apple Developer Academy
Selected Participant
2021 • 2023 Brazil

- Selected for an intensive Apple program combining product design, user research and software development

Earlier Design Experience
UX, Visual & Motion Design • 2014-2021

- SAP • Fleeter • Berro • Competence • Paim • Wombat
- Selected Clients: Netflix • Nike, • Coca-Cola • Carrefour • Deliveroo

Education

Postgraduate Program in UX Engineering
PUC • 2026

Digital Game Development Degree
UNIFCV • 2020