

André Nascimento - Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of experience in **complex B2B products**, specializing in continuous **discovery** and **data-driven product evolution**.

End-to-end experience, from problem definition to delivery, influencing **roadmap**, **metrics**, and **product decisions** in collaboration with PMs, engineering, and business stakeholders.

Strong experience working on products with **high operational complexity** and **multiple user roles**.

EXPERIENCE

EDS - SEFAZ - MG | Product Designer · remote · Oct 2025 – present

- Led the design of a **national tax audit repository**, defining features, information architecture, and user flows.
 - Collaborated directly with SEFAZ leadership and superintendents to define requirements and validate solutions.
 - Led the **redesign of SCANC**, reorganizing modules and reducing complexity of a critical legacy system.
 - Worked closely with engineering to ensure implementation feasibility and alignment with the institutional **design system**.
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DATTOS - Fintech | Product Designer · remote · Nov 2023 – Oct 2025

- Led **discovery** initiatives based on usage data and customer interviews.
 - Defined and evolved **generative AI experiences**, structuring interaction flows for process automation.
 - Redesigned critical flows, resulting in **+35% MAU**.
 - Optimized process creation using AI, **reducing average execution time by 73%**.
 - Established **Lean UX research** and validation practices, improving delivery predictability.
 - Contributed to roadmap prioritization with PMs and stakeholders.
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GUPY - HR tech | Product Designer · remote · Apr 2022 – Nov 2023

- Led **end-to-end** design of a benefits product, from research to usability testing.
 - Contributed to **OKRs** and **roadmap definition**, connecting user insights to product decisions.
 - Designed flows for a multi-stakeholder product (companies, employees, external partners), balancing business rules and user experience.
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CONFERE CARTÕES - Fintech | Product Designer · São Paulo – SP · Dec 2017 – Apr 2022

- Led a full onboarding redesign, **increasing conversion by +85%**.
 - Contributed to continuous product evolution, balancing new features and usability improvements
 - Created a **Design System**, improving consistency and efficiency between design and engineering
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EDUCATION

MBA in Future-Centered Design – FIAP | 2023 – 2024

Bachelor's Degree in Design – Universidade do Estado da Bahia | 2012 – 2017

CORE SKILLS

Product & UX: Continuous Discovery · User Research · Information Architecture · UX Writing · B2B System Design

Data & Business: Product Analytics (Amplitude, GA, Hotjar) · KPIs & OKRs · Data-driven decision making

Execution & Technology: Figma · HTML · CSS · JavaScript · React · AI-driven product experiences (flows & interaction)

Ways of Working: Agile · Lean UX · Cross-functional collaboration

CERTIFICATIONS

Prompt Engineering Specialization – Vanderbilt University

Agile Methods for UX Design – Interaction Design Foundation

Bootcamp User Experience Design – Tera

LANGUAGES Languages

Portuguese: Native

English: Advanced (C1)