

Douglas Dias

Brazilian, single, 31 years old

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AREAS OF INTEREST

- Product Design and UX
 - Research and Research Team
 - Design Systems and UI
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QUALIFICATIONS

- Experience collaborating with international teams, adapting communication and processes to multicultural contexts.
 - Work across the entire lifecycle of digital products, from discovery to delivery and continuous iteration.
 - Experience with complex platforms such as management systems, backoffice tools, mobile apps, and B2B and B2C solutions.
 - Conducting qualitative and quantitative user research to support product and design decisions.
 - Planning and executing in-person and remote usability tests with structured analysis of results.
 - Creating flows, wireframes, and high-fidelity interfaces focused on clarity, consistency, and accessibility.
 - Producing detailed documentation of business rules, interface behaviors, and design decisions.
 - Facilitating co-creation workshops with stakeholders, users, and multidisciplinary teams.
 - Close collaboration with developers to ensure alignment between design and implementation.
 - Experience with design systems and visual standardization in scalable products.
 - Strategic mindset focused on results, aligning user experience with business goals.
 - Complementary knowledge in digital marketing, branding, and art direction.
 - Strong communication skills, process organization, and cross-functional collaboration.
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PROFESSIONAL EXPERIENCE

Enhance Fitness (Dubai, UAE) — Product Designer

03/2024 to Present

- Redesign of SaaS platforms with a focus on usability, scalability, and flow standardization.
- Use of generative AI for rapid idea validation and interface prototyping.
- Conducting discovery with stakeholders and users to map pain points and opportunities.
- Planning and executing qualitative research and in-person and remote usability tests.
- Creating flows, wireframes, and high-fidelity interfaces aligned with the design system.
- Documenting business rules and supporting the development squad during delivery.
- Facilitating co-creation sessions and alignment between Product, Design, and Tech teams.
- Analyzing metrics and feedback for continuous post-launch improvements.

Zup Innovation (São Paulo, SP) — Product Designer

01/2017 to 02/2024 (7 years)

- Worked on projects for major financial institutions, focusing on intuitive and scalable banking solutions.

- Created user journeys and interfaces for credit platforms, banking products, and backoffice systems.
- Participated in multidisciplinary squads focused on discovery, continuous delivery, and usability improvements.
- Defined flows, wireframes, and reusable components in complex systems.
- Conducted field user research to validate solutions in low digital adoption contexts.
- Documented rules and flows to ensure alignment between product, design, and technology.
- Supported integration with engineering and architecture teams to ensure technical feasibility.

Highlighted Projects

- Itaú Agro (Credit and Loans)
- iti Itaú (Proximity Sales)
- Gerando Falcões NGO (Field Research)
- Todos Pela Saúde (Integrated Backoffice Systems)
- Internet banking for Banco ABC Brasil, Banco Pine, and Santander Brasil

P Comunicação (Uberlândia, MG) — Art Director

12/2015 to 12/2016 (1 year)

- Created digital experiences focused on performance and branding.
- Art direction for digital marketing and inbound marketing campaigns.
- Developed web interfaces aligned with conversion and positioning strategies.
- Produced visual assets for social media, landing pages, email marketing, and websites.
- Collaborated with copywriters, planners, and developers to ensure visual and strategic consistency.

Wik Agency (Uberlândia, MG) — Customer Success

11/2014 to 10/2015 (1 year)

- Planned and executed social media strategies focused on engagement and brand positioning.
- Managed client relationships, acting as the main point of contact between the agency and clients.
- Coordinated the creative team to ensure deliveries aligned with project goals and deadlines.
- Monitored results and made tactical adjustments to digital campaigns.

EDUCATION

Bachelor's Degree in Marketing

Una Uberlândia — Completed in 2017

LANGUAGES

- Portuguese: Native and fluent
- English: Fluent

COURSES AND CERTIFICATIONS

- Lean Inception by Paulo Caroli (2020)
- Usability by Mergo (2018)
- Axure RP by LinkedIn (2018)
- IxDA SA 2017 by IxDA (2017)
- Content Marketing by Rock Content (2015)
- Team Management by Runrun (2015)
- Project Management by Una (2015)