Gabriel Furtado

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🎯 Professional Objective

Work in **Senior Product Designer, Senior UI/UX Designer, Technical Product Manager or Product and Design Leader positions,** with a focus on **applied artificial intelligence, discovery, UX strategy and real business impact.** I'm looking for environments that value innovation, autonomy and a holistic product vision.

🚀 Professional Summary

Product designer and product strategist with over 15 years of experience in digital products, combining **strategic vision, practical leadership and technical fluency.** Focuses on **Product Discovery, UX Strategy, information architecture and user-centered design**, with mastery of processes that go from insight to delivery. Has experience with **applying generative AI in design and operations flows**, and technical collaborations in squads with engineering, always aiming for scalable, accessible and efficient solutions.

Has complementary experience in **infrastructure (VPS, SMTP), front-end (HTML5, CSS3 and basic JS)** and digital automation, which expands my ability to dialogue with technical areas. And it impacted more than 60 thousand monthly users in more than 40 companies, leading scalable deliveries with a focus on efficiency, experience and business value.

💼 Professional Experience

Commun1ty – Product & Design Lead *Feb 2024 – Current (Remote)*

- **Improved user engagement by +300%** with improvements to flow, UI and UX writing.
- Driven discovery, wireframing, prototyping and continuous iteration using Figma and Miro.
- Applied generative AI (ChatGPT, MidJourney) for design and content automation, **reducing delivery cycles by 30%.**
- Created brand-specific illustrations for user interfaces, enhancing brand identity and **increasing communication clarity by 90%.**
- Collaborated with engineering and product on architecture and experience decisions.

Planck Data Centers – PM & Design Lead (6 month project) *Jul 2024 – Dec 2024 (Hybrid)*

- Planned, managed and executed complex projects focused on high-impact events, **achieving successful project completion and client satisfaction.**
- Coordinated cross-functional teams (marketing, audiovisual production, graphic design and event technicians) to ensure strategic alignment, deadlines and results delivery.
- Oversaw the creation of creative content, including audiovisual scripts and graphic materials, leading technical execution during live events.
- Orchestrated the development of a comprehensive design system using Figma, establishing a cohesive visual identity and strengthening the brand across digital and physical channels.
- Designed a user-centric website that adhered to UX best practices, **increasing user engagement by 30%** through clear design guidelines and modern technologies.

HARTB – Product & Design Lead (3 month project) *Dec 2023 – Feb 2024 (Hybrid)*

- Restructured the company's design system in just 2 months, **reducing delivery time by 40%.**
- Driving brand strategy by incorporating generative AI tools to streamline content creation, **leading to a 15% increase in social media engagement.**
- Empowered the UI/UX team, increasing the quality of deliverables and promoting seamless integration with product and engineering, **increasing project efficiency by 20%** and fostering a collaborative design environment.

Preço Certo – Product Designer & UX Lead *Jan 2020 – Jun 2023 (Remote)*

- Worked on developing high-impact B2B management and pricing solutions for SMEs, **increasing clients' net profits by up to 2,500%.**
- Conducted discovery, user interviews, journey mapping, metrics analysis, and continuous validation, **improving the experience of more than 1,000 monthly users.**
- Delivered solutions in partnership with engineering, always focusing on experience, efficiency, and scalability, prototyping new user flows, **reducing development time by 25%,** and simplifying design handoffs to the team.
- Established a scalable design process, standardizing brand visuals, and **increasing reach to more than 15,000 monthly users** across social media channels and blogs.

Nanuven – Founder | Lead Product & Technology *Dec 2011 – Jan 2020 (Hybrid)*

- Led digital projects, integrating UX, front-end (HTML5, CSS3, SASS) and CMS such as WordPress and Joomla, managing cross-functional teams using Design Sprint and Kanban methodologies, **increasing project delivery efficiency by 20%.**
- Developed creative guidelines and visual assets for high-impact campaigns, maintaining strategic brand alignment across all deliverables.
- Provided hands-on customer support and incorporated feedback loops, **increasing customer satisfaction rates by 15%.**
- Managed infrastructure on VPS (Digital Ocean, AWS, Hostinger), with LAMP, SMTP and firewall (UFW) environments.
- Implemented digital automations and operations with Shopify, Mautic, Mailchimp and Sendgrid, covering e-commerce, marketing and content.

Other experiences (summary)

WEB3BR / WEB3 Brasil – Senior Designer Partner *(2023 – 2024)*
Content creation, branding and use of generative AI applied to design and digital communication.

Rede Globo – Graphic Designer *(2015 – 2018)*
Design of graphic materials for scenarios, vignettes and internal campaigns.

Descomplica – Front-end Developer *(2016 – 2017)*
Interfaces in HTML, SASS and Laravel (frontend) for the educational platform.

2XT Tecnologia – Full Stack Designer *(2010 – 2011)*
Creation of websites and systems with a focus on UX and performance.

Bibe Produtos Infantis – Graphic Designer *(2010)*
Design for children's fashion, promotional and institutional campaigns.

Vide Bula – Graphic Designer *(2009 – 2010)*
Creation of graphic materials for fashion and brand campaigns.

📜 Complementary courses

- *Product Design: The Delft Design Approach – TU Delft (2023)*
- *Product Design by Google – Udacity (2023)*
- *Digital Product Leadership – Tera (2022)*
- *UX Design & Digital Interfaces – SENAI (2022)*
- *Storyboard – Planet Comics (2007)*

🎓 Academic Background

- Production Engineering - Estácio (currently studying, end 2030)
- Graphic Design Technician - SENAI (2008 - 2010)

🛠️ Technical Skills

- **Product & Strategy:** Product Discovery, UX Strategy, Roadmapping, Design Thinking, AI-driven Product Ops.
- **UX/UI Design:** Figma, Miro, Wireframes, Arquitetura da Informação, Design Systems, Acessibilidade.
- **Automation & IA:** Practical application of generative AI (ChatGPT, MidJourney, DALL-E) for design, content, marketing and support, creation of automated flows and operational improvement.
- **Digital Operations:** CMS (WordPress, Joomla), Shopify, automation with Mautic, Mailchimp, Sendgrid, Brevo, SEO, Social Media, Video editing (Capcut).
- **Technical Collaboration:** HTML5, CSS3, SASS, jQuery, Git, VPS, SMTP, firewall (UFW), basic deployment, Integration with Laravel and Django (frontend).

🌐 Languages

- Portuguese: Native
- English: Advanced (**C1 level**)

🔗 Links

- **LinkedIn:** linkedin.com/in/gabrielfurtado-co
- **Portfolio:** gabrielfurtado.co