

Gabriel Oliveira

SENIOR PRODUCT DESIGNER

AI-native product design & build — B2B SaaS, industrial software, and design systems.

Curitiba, Brazil (UTC-3) · Open to remote, worldwide

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SUMMARY

Senior Product Designer with 7+ years shipping data-informed, user-centered products across B2B SaaS, industrial, and public-sector platforms. I work **AI-native**: I pair design decisions with LLM-powered build (Claude Code, Cursor) to take products end-to-end — from research and prototypes to production code — often shipping coded, interactive prototypes ahead of the roadmap. Sole designer on NETZSCH's global industrial HMI platform (six product lines, one design system), with deep strengths in design systems, usability testing, and WCAG accessibility. Remote-first, and experienced with distributed teams across the Americas and EMEA.

CORE COMPETENCIES

AI-NATIVE	LLM-assisted design & build (Claude Code, Cursor) · Prototyping in code · Schema-driven prompting · Design-to-code handoff · React · TypeScript · Tailwind
DESIGN	Product Design · UX/UI Design · Design Systems · Interaction Design · Information Architecture · Wireframing · Prototyping · Design Tokens
RESEARCH	UX Research · Usability Testing (moderated & unmoderated) · Accessibility (WCAG 2.1 AA) · Personas · Journey Mapping · Analytics-Informed Design
TOOLS	Figma · Storybook · Miro · Notion · Jira · Confluence · Adobe XD
PROCESS	Agile / Scrum · Cross-functional collaboration · Stakeholder management · Design QA
LANGUAGES	English (C1, Full Professional) · Portuguese (Native) · Spanish (Working)

EXPERIENCE

NETZSCH — Product Designer

Apr 2023 – Present

Curitiba, Brazil · Remote

- Sole product designer on IRIS, NETZSCH's global industrial HMI platform: unified 6 product lines under a single design system across 35+ months.
- Introduced and governed the company's first design system (Figma + React / Storybook), adopted by 8+ product teams, and drove WCAG 2.1 AA compliance across digital products.
- Reduced stakeholder review cycles ~30% with validated high-fidelity prototypes; raised user satisfaction +30% through structured moderated and unmoderated usability testing.
- Now work almost entirely AI-native — Claude Code and LLM-powered build as design partners — shipping coded, interactive prototypes that run ahead of the production roadmap and de-risk engineering.
- Delivered end-to-end on complex B2B products — a customer self-service portal (12 flows, 4 roles), an IoT monitoring redesign (33 component families, 179 Storybook stories), and a batch-reporting SaaS.

Accenture — Product Designer

May 2022 – Apr 2023

Florianópolis, Brazil

- Delivered UX for healthcare (Roche) and government clients: requirements mapping, wireframes, flows, and high-fidelity prototypes that cut development time ~25%.
- Ran user-behavior analysis and accessibility audits; built personas and journeys within distributed Agile teams across Latin America and EMEA.

Vortigo Digital — Product Designer

Sep 2021 – Apr 2023

Florianópolis, Brazil

- Designed wireframes, flows, and interactive prototypes for clients including SuperDigital, Moss, and Neobe — improving cross-platform consistency and time-to-market.
- Iterated on designs from analytics and user feedback, and supported content strategy for UX clarity and brand alignment.

ZOLY — Journey Designer

2020 – 2021

Florianópolis, Brazil

- Mapped and optimized end-to-end customer journeys across digital channels, improving conversion; designed conversational / chatbot flows and prototypes for usability testing.

Tekoa — CX Designer

2019 – 2020

Florianópolis, Brazil

- Designed end-to-end customer experiences for major clients (Hapvida, Porto Seguro, VivoMoney): wireframes, flows, and prototypes refined through user validation.

Youtz — Game Designer & Innovations Analyst

2016 – 2019

Curitiba, Brazil

- Led design of immersive educational games merging UX and storytelling; managed a small development team.
- Drove product-innovation initiatives — market and competitive analysis, feature rollouts, and design-thinking workshops.

EDUCATION

Postgraduate — UX Design & Applied Arts

UNESC Digital · 2024

Technologist — Game Design

Universidade Positivo · 2015 – 2018

EF SET English Certificate — C1 Advanced (70/100)

International experience: lived and worked in Dublin, Ireland (2014 – 2015)

SELECTED WORK — full case studies at oliveibriel.com

IRIS V3 (NETZSCH) — Sole designer on a global industrial HMI platform; 6 product lines, one design system.

MyCT (Connecticut.gov) — Citizen-facing public-sector portal; WCAG 2.1 AA, plain language, mobile-first.

Nerida — Modular health SaaS designed, built, and operated solo; 100+ active clients.