Gabriel Rodrigues

Senior Product Designer | UI/UX | B2B SaaS & Complex Web Applications | Design Systems
Igrejinha, RS, Brazil · Open to remote work with international teams
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Summary

Senior Product Designer with 15+ years of experience and 60+ digital projects for clients in Brazil, the US and Europe, specializing in complex web applications and scalable design systems. Turns complex workflows and product requirements into intuitive, visually refined interfaces, combining strong UI craft with a practical, product-focused approach. Led the redesign of a sales platform now live in 210 Nissan dealerships, and uses AI tools to prototype and validate ideas faster. Focused on B2B, SaaS and AI-powered products.

Experience

Product Designer — Self-employed, Remote | Jun 2025 – Present

- Design digital products and web applications for clients, specializing in complex interfaces, workflow optimization and scalable UI components.
- As sole designer, led the end-to-end redesign of SERNISSAN, Nissan's sales ranking and team management platform, now live in 210 dealerships across Brazil with 3,600+ users and 2,500+ performance scoreboards.
- Co-designing Boomigo, a desktop productivity app, taking it from an AI-built proof of concept to a refined Figma product design.
- Designed the full UX and visual identity of Dungeon Text, an AI-powered text RPG, in 3 days during a one-week Bubble challenge; won the Best Design Award on Contra.

UX/UI Designer (Contract) — Fuerza Studio, Remote | Sep 2025 – Oct 2026

- Re-engaged by Fuerza Studio to design digital interfaces and product experiences for Locaweb and KingHost.

Product Designer & Co-founder — Aureapars Art Shares, Remote | Jun 2024 – Jul 2025

- Co-founded a fintech platform for fractional ownership and trading of tokenized
- artworks.
- As sole designer, mapped 6 core journeys for 2 user profiles (artists and investors)
- and designed the mobile MVP end to end, from flows to visual identity and UI style
- guide.
- Took the product from a proof of concept to a complete MVP, both validated in user
- tests with early sign-ups.

UX/UI Designer — Fuerza Studio, Porto Alegre, Brazil (Hybrid) | Oct 2014 – Jul 2025

- Designed digital products and web applications for Brazilian and international clients,
- including ReadSet, BlueStacks and Famvia.
- Owned the customer dashboard (V2 logged-in area) for Famvia, a US family travel

- agency with 500+ travel advisors and 103+ destinations; the product is now on V3.
- Translated product requirements into user flows, wireframes and high-fidelity
- interactive prototypes.
- Created project-specific design systems, style guides and reusable component
- libraries in Figma.
- Collaborated with product managers and developers to deliver consistent,
- implementation-ready designs.
- Research and prototyping work helped retain long-term contracts with key clients, as
- noted by studio leadership.

Earlier Experience — Porto Alegre, Brazil | 2010 – 2014

- UI Designer, Hiper.ag (May – Oct 2014)
- Designer, Design Consultant & Innovation Facilitator, Drive Design (Jan 2013 – May
- 2014)
- Design Lead, UX/UI Designer, Start Ocean (Jan – Dec 2012)
- Art Director, Viu? Multimídia (Feb 2010 – Dec 2011)

Skills & Tools

- **Design:** Product design, UX/UI, user research, information architecture, prototyping,
- design systems, design sprints, illustration
- **Product:** Product discovery, MVP definition, prioritization, roadmapping,
- requirements engineering
- **Tools:** Figma, FigJam, Miro, Photoshop, Illustrator, Sketch, Adobe XD, Bubble
- Gabriel Rodrigues
- **AI:** Claude, ChatGPT, AI-assisted prototyping and no-code AI integration

Languages

- **Portuguese:** Native
- **English:** Intermediate (B1), currently in an intensive course toward C1

Education & Certifications

MBA, Project Management — Unisinos | Feb 2015 – Nov 2016
B.A., Graphic Design — Federal University of Pelotas (UFPel) | Mar 2005 – Dec 2009
Product Management — PM3 School, 2025
Digital Product Management series (Discovery, Prioritization, Validation, Acceleration, Roadmapping, MVP) — Alura, 2024 – 2025
Requirements Engineering and Design Sprint 2.0 — Alura, 2022
Creative Team Management (training) — Unisinos, 2011

Awards

Best Design Award — Contra x Bubble AI Challenge, for Dungeon Text (AI-powered text RPG)