Bruno Martignago

Senior Product Designer

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PROFESSIONAL EXPERIENCE

DELL TECHNOLOGIES

Senior Product Designer | July 2022 - Present

- Lead Concept Designer and Strategist for innovative technology solutions leveraging artificial intelligence, including chatbot experiences and the AI ecosystem, to enhance purchase experiences and customer retention.
- Developed a design system aligned with Dell's brand while adapting it to new communication patterns driven by AI features. Created and implemented integration flows for AI agents, allowing novice users to explore technology intuitively.
- Designed and delivered a comprehensive data visualization tool, enhancing how stakeholders interact with key KPIs and analyses, fostering a data-driven culture.
- Conducted research on cognitive load in webpage generation using computer vision models, influencing user behavior and gaze perception. Produced documentation on cognitive load and UX metrics for Dell's AI pages, setting benchmarks for improved experiences.
- Mentored junior designers and supported new team structures by integrating past project learnings and multidisciplinary approaches.
- Worked extensively with responsive design to ensure product experiences are consistent and seamless across desktop and mobile platforms, supporting enterprise users on-the-go.

MERCADO ELETRÔNICO

Product Designer | February 2021 – June 2022

- Designed a B2B procurement platform, facilitating large-scale commerce between buyer and supplier companies.
- Applied UX design methodologies and tools (user journey, persona, empathy map, design thinking) to develop solutions for complex problems.
- Constructed flowcharts, documentation, and prototypes for functionalities and strategic improvements, with a particular focus on making the desktop-first experience smoother and more effective on smartphones.
- Developed a customized product discovery flow, focusing on structural and strategic issues for the company's annual roadmap.

CURSO ÊNFASE

UX/UI Designer | April 2020 – February 2021

- Led the product team in collaboration with the engineering team to build experiences and tools for online teaching in the legal area.
- Utilized discovery methodologies with teaching experts to create tools for a functional online teaching experience for adults of all ages and knowledge levels.
- Conducted usability tests with students and stakeholders to collect behavior data and identify opportunities.

LIVEN
Front-end Developer and UX Designer | May 2019 – April 2020
- Developed applications for mobile and web devices using JavaScript, React Native, and CSS.
- Led the design and development of mobile-first applications, crafting seamless user experiences and robust design systems for startups in early growth stages.
- Defined flows and experiences for startups, contributing to their successful implementation.

EDUCATION

IBMEC
MBA in Project Management | December 2021

UNIVERSIDADE ESTADUAL PAULISTA (UNESP)
Bachelor of Mathematics | December 2018

ADDITIONAL SKILLS

- Proficient in prototyping tools (Figma, Adobe XD) and supporting tools (Adobe Photoshop, Illustrator, Premiere Pro, Miro)
- Experience in Generative AI models and designing for AI, as well as prompt engineering and machine learning
- Experience in LLM models and AI Agent creation.
- Experience in user experience design tools and methodologies (persona, user journey, empathy map, Nielsen heuristics, design thinking)
- Experience facilitating discovery processes with customers and stakeholders
- Experience in data manipulation and visualization
- Experience leading design teams
- Experience with global teams and projects
- Fluent in Portuguese and English