

# Bruno Pinheiro

## AI Product Builder & Design Technologist

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### Summary

Highly experienced **Product Builder & Design Technologist** with 20+ years in design, specializing in end-to-end **web and mobile application design, process optimization, remote team leadership** and **AI applied to Product Design and UX**. Expert in modernizing complex systems and consistently delivering seamless user experiences, enhancing overall service delivery and efficiency through strategic design and development initiatives.

As an entrepreneurial product leader and designer, I thrive at the intersection of emerging technologies and user centric innovation. My expertise, forged through founding and leading virtual reality ventures and designing across augmented reality, 3D printing, and EdTech, encompasses everything from strategic vision and product road mapping to intricate 3D modeling, animation, and intuitive UX/UI. I am dedicated to pioneering solutions that push boundaries and foster well-being, particularly within EdTech, mixed reality and health-focused domains.

### Skills

- **AI & Automation:** Prompt Engineering, LLM Integration, AI Productization, OpenAI API, LangChain, Workflow Automation (n8n), Generative & Research Tools (ChatGPT, Claude, Gemini, Perplexity, NotebookLM), and AI Development Systems (Cursor, Anti Gravity, SnapDev).
- **Product, UX and UI Design:** Design Thinking & Strategy, User-Centric Design, Prototyping, Wireframing, Usability Testing, Figma, Adobe Suite, A/B testing, End-to-End Process & Optimization.
- **Technical and Development:** AI Prompt, AI Integration for UX & Programming, HTML, CSS, JavaScript, Jira, Git, Linux, DevOps, CI/CD.
- **Methodologies and Soft Skills:** Agile Methodologies, Collaboration, Project Management, Effective Communication, Problem-Solving, Adaptability.

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### Professional Experience

#### **AI Product Manager**, 09/2025 - PRESENT, Spain

##### *AI Study Companion*

- Built full-stack AI Educational Platform using Next.js, Python, and OpenAI APIs in 4-week sprint.
  - Managed end-to-end product lifecycle from concept to deployment using AI-assisted development (chatGPT, Perplexity AI Deep research, Cursor).
  - Currently live at [artori.app](https://artori.app) (Vercel + Render + Mongo), demonstrating rapid prototyping and AI product development capabilities.
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## **Product Design Manager**, 05/2022 - PRESENT, **Edco, Ireland**

### *Ireland's leading educational platform*

- Led a remote development team and managed parallel relationships with cross-functional stakeholders (IT, Editors, Animators, Testers, Product Managers), driving the end-to-end product development lifecycle from concept to launch.
- Spearheaded major product transformations, including a critical Flash-to-HTML5 migration for a leading educational platform (Bua na Cainte), which
  - **increased monthly game delivery from 30 to 100** and
  - **reduced game rework by 70%** after implementing improved testing practices.
- Optimized design and development processes for a distributed team, **reducing developers' weekly working hours from 100 to 50** while maintaining higher productivity, resulting in substantial cost savings.
- Championed agile methodologies and defined product roadmaps, translating complex stakeholder and user requirements into actionable tasks and maintaining a refined product backlog to ensure alignment with business goals.
- Identified and implemented product improvements and process efficiencies through automation, including creating automated Python scripts and leveraging AI to enhance development efficiency and productivity. Active member of the company's AI research group.
- **Redesigned Edco's flagship learning platform using Figma's component system**, leading a full **rebrand of the main product suite** from a dated 2010s-style "TV frame" UI to a **modern, immersive experience with 25% more usable screen space**, resulting in improved focus and engagement for over 50,000 students.

## **Product Designer - Contract**, 01/2022 - 04/2022, **Imvizar, Ireland**

### *Augmented Reality Startup*

- Led the end-to-end mobile and web application redesign and complete visual identity overhaul (including new logo, website, and app styling), directly contributing to the company **securing new partnerships and investments** after re-branding.
- Created and implemented the foundational design system for the core app (including **main screens and 3 user experiences**), which continues to be utilized today, ensuring consistency and scalability.
- Designed and prototyped user-centric solutions, translating complex stakeholder and user needs into effective interaction flows (wireframes, user flows) and troubleshooting UX problems to enhance user experience and quality.
- Collaborated cross-functionally with developers, researchers, and stakeholders, effectively pitching design ideas and securing buy-in for new implementations.

## **Motion Designer**, 01/2021 - 10/2021, **Thérapie Clinic, Ireland**

### *Europe's No.1 medical aesthetic clinic*

- Served as the primary Motion Designer for the Marketing team, conceptualizing and executing creative content for online advertising, including filming, editing, and motion graphics.
- **Delivered over 40 publicity videos, 100 images, and 10 3D animations**, efficiently producing high-impact content aligned with brand guidelines and business goals.
- Contributed innovative ideas to enhance the creative production process and identified/selected new tools and technologies to improve content creation.
- Actively participated in the creation of the company podcast "Fertility Talks," which remains on air, demonstrating long-term impact.

- Collaborated with design teams to animate assets for product experiences and independently delivered projects within a remote team environment.

## **Product Designer**, 07/2018 - 01/2021, **McGowans Print, Ireland**

*Ireland's leading business printing and large-format printing company*

- Drove end-to-end 3D printing design solutions within a high-volume production environment, including receiving project briefings, developing innovative design concepts, and preparing complex files for manufacturing.
- Initiated significant improvements in production and organization structures, identifying and implementing cutting-edge solutions to optimize content creation processes and streamline pipelines for efficiency and best practices.
- Collaborated extensively with technical and aesthetic experts to define clear goals for toolsets, pipelines, and construction processes, ensuring seamless cross-functional alignment and contributing to strategic content vision.
- Conducted research into cutting-edge content technologies (e.g., Smart Mirrors, Big Touch Screens, Augmented Reality), identifying and resolving technical and pipeline deficiencies to enhance future capabilities.
- Managed content creation and installation for holographic machines and developed complex 3D illustrations, demonstrating a strong ability to bring innovative visual concepts to fruition.

## **Founder & Product Leader**, 06/2014 - 08/2017, **Wave VR Studio, Brazil**

*Virtual reality and Architectural visualization startup*

- Founded and led an innovative virtual reality startup, overseeing the end-to-end product lifecycle from concept through launch for multiple VR/AR solutions, aligning business goals with user-centric design.
- Developed and iterated on key products, including the "VR Showroom" (a real estate visualization platform) and "Go There" (a VR tourism promotion app), managing development in Unity 3D and Unreal Engine.
- Managed cross-functional teams, conducted user research and market analysis (including a pivot to B2B), and implemented agile development processes to drive data-informed product features and business growth.
- Secured initial incubation and mentorship (InovAtiva Brasil, Paraíba Technological Park) for the MVP, and cultivated relationships with stakeholders and potential investors.
- Innovated with emerging technologies, integrating 360° video/photography, 3D modeling, and real-time animation to create immersive user experiences.

**Motion Designer**, 01/2017 - 01/2018, **WG Produções, Brazil**

**3D Environmental Artist**, 06/2011 - 08/2014, **Lumen Games, Brazil**

**Frontend Web Developer**, 03/2011 - 03/2012, **Faculdade Atlantico, Brazil**

**Multimedia Designer for eLearning**, 06/2010 - 04/2011, **UNIT, Brazil**

**Project Manager & Lead 3D Artist**, 10/2007 - 07/2009, **Medgrupo, Brazil**

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## **Education**

**AI Product Management Bootcamp & Certification**, 2025

Maven – Product Academy, Remote

**UX Bootcamp**, 2019 - 2020

Talent Garden Innovation School, Ireland

**MBA - Entrepreneurial Management and Innovation**, 2016 - 2017

Universidade Federal de Campina Grande, Brazil

**Post-Graduation (PGD) in Animation and 3D Modelling**, 2006 - 2008

Universidade Veiga de Almeida, Brazil

**Bachelor of Science (BS/BSc) in Graphic Design**, 2002 - 2005

Universidade Tiradentes, Brazil

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## Languages

Native Portuguese / Fluent English / B1 Spanish

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## Volunteer Activities

**You in Africa**, 2024 - 2025, Dublin

**Serve the City**, 2018 - 2019, Dublin

**Brazil Clowning Project**, 2018 - 2020, Dublin

**Abraçando Vidas**, 2017 - 2018, Brazil