



# Gabriel Cardoso

## Senior Product Designer

Brazilian, currently in Izmir, Turkey

E-mail

[gabrielc.cardoso@gmail.com](mailto:gabrielc.cardoso@gmail.com)

Portfolio

[www.gabrielcardoso.design](http://www.gabrielcardoso.design)

## About me

With over 14 years of experience designing user-friendly digital products, I help make digital visions come to life, bridging the gap between user needs and business success. Proficient in UI and UX design, I collaborate with product and engineering teams in B2B and B2C domains to deliver exceptional user experiences. I am excited to discuss my next challenge with you.

## Expertise

Product Design · UI/UX Design · Design Systems · Front-end Development (HTML, CSS, JavaScript)

## Main Skills

User-centered · Business-driven · Communication · Collaboration · Leadership · Positive attitude

## Work Experience

### Senior Product Designer, Sauce Labs

Feb 2021 – Jun 2023

Remote, Germany/Turkey

- Led the design of the product's billing section using user-centered design, constantly improving the user experience through designing new features, optimizing usability and visual design
- Created and scaled Sauce Labs' design system. Established the contribution model and collaborated with designers and developers on components and documentation. Promoted adoption across teams, elevating the product's user experience and accessibility
- Owned the design process from beginning to end, contributing to the product strategy, participating in user research, prototyping, usability and A/B testing, and partnering with developers to successful delivery
- Led collaborative workshops and presented design work to the team and the organization for communication and feedback
- Worked on front-end development with Tailwind, writing code, running automated tests, and pushing code.

### Senior UI/UX Designer, Bhakti Marga

Feb 2017 – Jun 2021

Heidenrod, Germany

- Successfully led the design and development of seven international websites, web apps, and mobile apps, and overseen the development of 30+ country websites, elevating the organization's digital presence
- Created and scaled "Bhaktify", Bhakti Marga's design system, ensuring a consistent user experience across the websites

- Led the design process from discovery to delivery, conducting user research, developing personas, defining information architecture, user flows, and visual design
- Collaborated extensively with multiple clients, copywriters, photographers, and designers, managed outsourced web developers, and coached two junior members
- Worked on front-end development with HTML/CSS and Javascript to deliver pixel-perfect and responsive user interfaces.

### **UI/UX Designer, Red Hat**

Apr 2012 – Dec 2016  
Remote, Brazil

- Led the design of several open-source products, from conception to post-delivery, engaging with the community for feedback
- Actively contributed to components and front-end code “Patternfly”, the open-source design system from Red Hat
- Applied user-centered design methods such as user interviews, and usability testing, collaborating closely with engineers to continuously improve the products
- Worked actively on multiple stages of the design process, such as information architecture, wireframing, user flows, and visual design
- Worked on front-end development with HTML,CSS and JavaScript to deliver responsive user interfaces, something new at the time.

### **UI/UX Designer, CERTI Foundation**

Mar 2009 – Feb 2012  
Florianópolis, Brazil

- Received an award from the Brazilian Prize of Quality and Productivity in Software for the article on the Human-Centred Innovation process in CERTI Foundation
- Contributed to the establishment of a project flow that brings the user-centered design together with the agile development philosophy, something new at the time
- Led the design and development of two websites, and coached two design interns
- Worked actively on multiple stages of the design process, such as user interviews, information architecture, wireframing, user flows, visual design, and implementation in HTML, CSS, and JavaScript.

## **Education**

### **Master's degree in Design, Universidade Federal de Santa Catarina**

Jul 2011 – Jun 2013  
Florianópolis, Brazil

Master's degree in User Experience

### **Student Exchange Program, Universidade Técnica de Lisboa**

Sep 2008 – Jan 2009  
Lisbon, Portugal

Course: Consumer Behaviour, Typography

### **Bachelor in Design, Universidade Federal de Santa Catarina**

Jan 2005 – Jun 2009  
Florianópolis, Brazil

Bachelor degree in Graphic Design

### **Control and Automation Engineering, Universidade Federal de Santa Catarina**

Jan 2001 – Dec 2003  
Florianópolis, Brazil

Courses: Programming, Physics and Mathematics

## Courses

|                                                                                                  |                                                                                        |                                                                                               |
|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Lean UX and Agile,<br>Nielsen Norman Group<br>7h Course · 2022                                   | Persuasive UX Metrics<br>by Jared Spool<br>10h Intensive · 2021                        | Creating and Maintaining<br>Successful Design Systems<br>by Brad Frost<br>15h Workshop · 2021 |
| Continuous Discovery Habits,<br>Product Talk Academy<br>12h Master Class · 2021                  | Architecting Design Systems<br>by Nathan Curtis<br>10h Workshop · 2021                 | Interaction Design Practicum,<br>Cooper U<br>30h Workshop · 2011                              |
| Ergonomics and Usability of<br>Human-Computer Interfaces by<br>Walter Cybis<br>30h Course · 2011 | Interaction Design for Mobile<br>Devices, Faber Ludens Institute<br>8h Workshop · 2011 |                                                                                               |

## Extra-curricular

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|---------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| Local Leader at IxDA, Florianópolis – Brazil<br>Dec 2011 – Dec 2013 | <ul style="list-style-type: none"><li>Planned and organised meet-ups and seminars for interaction designers</li><li>Facilitated knowledge sharing between researchers and practitioners of Interaction Design.</li></ul> | <b>Yoga &amp; Meditation Instructor at Bhakti Marga</b><br>May 2017 – Present<br>I teach Yoga and Meditation practices to improve people's well-being. |
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## Skill Set

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|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Skills</b>      | User-Centered-Design · User Research · Personas · User Journeys · Wireframes · Interactive Prototypes · Usability Testing · Visual Design · HTML, CSS, JavaScript · Bootstrap, Tailwind · Accessibility (WCAG) · Project Management · A/B Testing · Analytics · Mentoring |
| <b>Soft Skills</b> | Effective communication · Smooth cross-team collaboration · Leadership · Efficient problem-solving · Great attention to detail · Open to feedback · Positive work attitude · Ability to meet deadlines · Ability to work independently                                    |
| <b>Tools</b>       | Figma, Sketch, Adobe XD · Adobe Photoshop · Miro · Jira · Looker · Mixpanel, Pendo · Hotjar, MS Clarity · ChatGPT · VSCode · GitLab, GitHub                                                                                                                               |
| <b>Languages</b>   | English (C2 - Proficient) · Portuguese (Native)                                                                                                                                                                                                                           |

## LinkedIn

<https://www.linkedin.com/in/gabrielcardoso/>