

Nathan Souza

Product Design Lead

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Summary

Product Design Lead with a hybrid background across design, product strategy, and technical collaboration. I specialize in turning ambiguous, multi layered problems into clear, testable product increments, partnering closely with engineering to define requirements, assess feasibility, and translate complex constraints into intuitive user experiences. I am comfortable navigating system logic, detailed workflows, and stateful interactions while balancing stakeholder needs and rapid delivery in Agile environments.

In recent years, I have been shaping the design practice at Alura by leading design for large scale learning platforms, collaborating with cross functional teams, and building a scalable design system with engineering.

I also mentored and developed emerging product leaders, helping two of them step into leadership roles.

Professional Experience

Product Design Lead

Alura

Jan 2021 - Present

- Lead the product design organization across multiple SaaS learning platforms, working at the intersection of UX, product strategy, and technical feasibility.
- Partner daily with engineering teams to define requirements, clarify constraints, and co create solutions for complex user flows and high complexity systems.
- Collaborate with AI focused teams to introduce intelligent behaviors into learning experiences, aligning model capabilities with user needs.
- Facilitate discovery sessions with stakeholders across content, engineering, business, and operations, transforming ambiguity into actionable specifications.
- Build and maintain Alura's design system with engineering, ensuring consistency, component logic clarity, and scalable interaction patterns.
- Mentor and coach emerging product leaders, guiding them in prioritization, requirement gathering, and decision making.

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- Prototype rapidly in Figma to validate flows, edge cases, and conditional logic before development, adjusting direction quickly based on feedback.
 - Support Agile delivery by contributing designs and specifications that fit into short sprint cycles.
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UX Designer

Alura

Aug 2018 - Jan 2021

- Conducted qualitative and quantitative research to identify user needs and inform product direction.
 - Translated insights into wireframes, flows, and interactive prototypes in Figma.
 - Designed accessible user interfaces with attention to usability, clarity, and interaction quality.
 - Collaborated closely with product managers and engineers in iterative development cycles.
 - Applied user research, information architecture, and usability testing to guide decisions.
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UX and Front End Instructor and Developer

Alura

Feb 2015 - Aug 2018

- Created online and offline educational content for UX and front end topics.
 - Designed and implemented user interfaces for internal and student facing platforms.
 - Structured information architecture and personas to guide product decisions.
 - Conducted usability tests with real users to validate improvements.
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UX Consultant

Dicas UX

Aug 2019 - Present (Freelance)

- Provided usability and product consulting for digital platforms across different industries.
 - Designed UI solutions and guided clients on integrating design into their development process.
 - Supported early stage teams in improving flows, usability, and product clarity.
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Front End Developer and Web Designer

Masterdom Consultoria

Mar 2013 - Dec 2014

- Designed and maintained web properties for internal teams and clients.
 - Collaborated with development teams to improve UI reliability and consistency.
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UI Designer and Front End Developer

CPM Braxis Capgemini

Mar 2012 - Mar 2013

- Developed visual guidelines and UI components for internal and client projects.
 - Implemented front end interfaces and maintained design quality across screens.
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Web Designer

Indra

Jun 2010 - Mar 2012

- Created layouts and maintained websites for enterprise clients.
 - Delivered updates and ensured consistency across digital channels.
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Digital Designer

FIAP

Apr 2009 - Jun 2010

- Designed layouts, newsletters, and animations for internal communication systems.
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Education

FIAP

Postgraduate Certificate in Product Management and Growth
2023 - 2024

Centro Universitario Anhanguera

Bachelor in Digital Design
2008 - 2011

Skills

- Product Design Leadership
 - Requirements Discovery
 - Technical Collaboration
 - Complex Workflow Design
 - Design Systems
 - AI Assisted UX
 - Low Code and No Code Prototyping
 - Agile Delivery
 - Figma (advanced)
 - Cross Functional Facilitation
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Languages

- Portuguese - Native
 - English - Full Professional Proficiency
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Certifications

- Adobe Certified Specialist - Photoshop CC
- Design Leadership
- HTML5, CSS3 and JavaScript Programming
- Product Management