

DOUGLAS NONATO

douglasnonato.com • dougnot@gmail.com • linkedin.com/in/douglas-nonato

Product Designer with more than 14 years of experience building Digital solutions. With a solid background that goes from UX, Motion and Graphic Design to front-end development, I create human-centric digital services focused on enhanced User Experiences. **Main duties in recent years:**

- Managing and leading designers and projects in agile environments;
- Development of solutions based in Design Sprint, Prototypes, User Journey and UX Research;
- UX and UI to lead and improve new online services;
- Figma and DesignOps Advocate.

I also launched an online course teaching rapid prototyping.

For more check out my portfolio douglasnonato.com

PROFESSIONAL EXPERIENCE

Whirlpool

GLOBAL D2C DESIGNER MANAGER

10/2024 - Present

Current member of the Whirlpool Global Design Studio. Here I lead a design team dedicated to crafting the eCommerce experience for Whirlpool brands. Brought on board to redesign and enhance key shopper journeys across Whirlpool's D2C channels, ensuring seamless integration between digital platforms and physical product experiences. This role involves close collaboration with marketing and the internal design studio to align eCommerce strategies with the brand's vision, maintaining cohesive brand identity while driving business objectives

SENIOR UX DESIGNER

03/2021 - 09/2024

- Before completing 1 year in the company I was already leading the design of 4 apps in the North America region and 3 in Europe (Managing timelines, gathering specs, UX/UI, assisting deliveries and development).
- Within a year I shipped more than 30 projects related to cross device experience of smart home appliances, solving IoT and engineering challenges, including the company's first project to use the newly released Matter protocol. These activities earned me 3 extra recognition bonuses in the period.
- Voluntarily articulated a DesignOps initiative which earned me a bonus reward. Best practices were proposed to improve the workflow, especially in our Figma directories, reducing by 50% the number of documentation offering a more efficient collaborative workspace.
- Created 2 important initiatives to promote my team among stakeholders, reaching a 23% conversion rate in the first months.

Sebrae

SENIOR PRODUCT DESIGNER

09/2018 - 02/2021

Sebrae is the largest business consultancy in Brazil. With over 700 offices across the country, I was part of the team responsible for the development of its digital channels and services.

- In less than 3 years I launched 5 big projects. In addition to being the designer, I managed the projects and their budgets. My biggest project, achieved a 91% increase in unique users and 51% more page views.
- Assigned as part of the company's consultants, acting as a UX speaker at events, courses and publications.
- As a designer, on a daily basis I developed new services based on Data Analysis, Design Sprints, Prototypes, User Journeys, and UX Research.
- Introduced Figma as a rapid prototyping tool to our internal Innovation Lab, bringing high-fidelity prototypes to design sprints, reducing the prototyping period during sprints by 50%.

Beauty Date

PRODUCT DESIGNER

07/2015 - 06/2018

In 2015 the startup received an investment of US\$8 million, and for 3 years I was able to act in this acceleration phase.

- During this period I led the redesigning of the entire B2C marketplace and later the B2B dashboard. In two years we've reached more than 5,000 new establishments in 450 cities.
- Articulated with stakeholders such as Marketing, IT and C-Level to conduct new product features and improvements to the user experience, working both in UX and UI. and occasionally Front-end programming and code review.

Promova

WEB AND MOTION DESIGNER

08/2014 - 07/2015

Acted on the creative team, developing digital materials with national exposure.

- Conceptualized websites and videos for big national brands such as Boticário, Ipiranga and Votorantim.
- In web development, I conducted both design concepts and front-end programming.
- In promotional videos, I conceived Storytelling, 2D and 3D animations, video shooting and soundtrack.

QLance

UX AND UI DESIGNER

03/2013 - 09/2013

- Led the UX and UI of a tournament management platform for large university events. I also collaborated on front-end programming.

Agenda Beleza

UX AND UI DESIGNER

08/2012 - 02/2013

- Shaped the UX and UI of an online beauty service booking platform. I also collaborated on front-end programming.

Provisuale

GRAPHIC DESIGNER

07/2009 - 03/2012

One of 3 designers that was responsible for the largest Telecom, IT and Internet event in Latin America at the time.

- Designed visual identity and printed materials for a 40,000 m² event with over 15,000 participants.
- Developer of the event's website, doing both the layout design and front-end programming.
- Contacted suppliers and contributed to the operational plans, managing more than 3,000 outsourced staff, ensuring the correct application of materials and activities before and during event days.

EDUCATION



Post-graduation / FAE Business School / 2021

CREATIVE AND ENTREPRENEURIAL ECONOMY



Bachelor of Arts (B.A.) | UniBrasil | 2011

GRAPHIC AND PRODUCT DESIGN

PRODUCT DISCOVERY / 2021

PRODUCT LEADERSHIP / 2020

DATA ANALYTIC / 2020

SERVICE DESIGN / 2019

UX METRICS / 2019

PROJECT MANAGER MOBILE / 2018

PROJECT MANAGER / 2018

TOELF ENGLISH CERTIFICATION / 2017

KANBAN / 2015

IMMERSIVE ENGLISH / 2013

WEB DESIGN / 2007

SKILLS

- Design Thinking
- User Experience
- UX Research
- User Journey
- User Interface
- Product Strategy
- Project Management
- Product Discovery
- Data Analysis
- IoT
- SaaS
- AI tools
- Figma
- Adobe Creative Cloud
- Responsive Web Design
- Design Sprint
- Agile Methodologies
- Rapid Prototyping
- Front-End (HTML - CSS - JS)
- Motion Design
- WordPress