DOUGLAS NONATO

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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 DESIGN MANAGER   *10/2024 - Present*

Currently managing three distinct teams across Whirlpool's core digital programs: D2C, IoT, and B2B, shaping key experiences that drive engagement and business impact.

- D2C: Managing a team focused on enhancing Whirlpool's eCommerce experience. Leading the redesign of key shopper journeys across D2C channels, ensuring smooth integration between digital platforms and physical products. Collaborating with marketing and design to align strategies with brand vision and business goals.
- IoT: Leading the strategy for IoT products across four major appliance brands in North America. Driving the design of intuitive, connected experiences across branded apps, ensuring reliability and innovation while optimizing user engagement and adoption.
- B2B: Overseeing the design of scalable solutions for Whirlpool's B2B portal, serving licensed vendors and big-box retailers. Focused on intuitive workflows, personalized experiences, and seamless bulk ordering, while ensuring security, system integrations, and process optimizations to enhance the enterprise buying journey.

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 U$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