

DOUGLAS NONATO

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Product Designer with more than 12 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 design projects in agile environments;
- Design Thinking approach into Digital Projects to match business strategies;
- Development of solutions based in Design Sprint, Prototypes, User Journey and UX Research;
- UX and UI to lead and improve new online products;
- Figma and DesignOps Advocate.

I also have an online course teaching rapid prototyping.

For more check out my portfolio douglasnonato.com

PROFESSIONAL EXPERIENCE

SENIOR UX DESIGNER

03/2021 - Present

Whirlpool

I am a current member of the Whirlpool Global Design Studio. This team is responsible for developing products for more than 17 brands(2022) around the world.

- I'm currently responsible of leading the design of 4 apps in the North America region and 3 in Europe (Hands on UX/UI).
- I designed cross device experiences of smart home appliances (IOT) and I was part of the first Matter project.
- I started a DesignOps initiative which earned me a bonus reward. The group proposed best practices to improve the workflow, especially in our Figma directories, which by creating a few processes we were able to halve the number of documents offering a more efficient co-creation space.
- I created two important initiatives to promote my team projects among stakeholders.

SENIOR PRODUCT DESIGNER

09/2018 - 03/2021

Sebrae

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.

- Managed digital projects and third-party software providers. I was not only the Designer, but also the Product Manager of my own projects. In less than 3 years I launched 5 big projects.
- My biggest project, the company's website/e-commerce, achieved a 91% increase in unique users and 51% more page views.
- I was also part of the company's consultants, acting as a UX speaker at Sebrae events, courses and publications.
- As a designer, on a daily basis I developed new services based in Design Sprints, Prototypes, User Journeys, and UX Research.
- I introduced Figma as a tool for rapid prototyping, ending up being frequently invited to collaborate on design sprints of new projects.

PRODUCT DESIGNER

07/2015 - 06/2018

Beauty Date

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 was responsible for leading the redesigning of the entire B2C marketplace and later the B2B dashboard.
- Working with stakeholders such as Marketing, IT and C-Level, I was responsible to lead new product features and improvements to the user experience; working both in UX and UI.
- I developed Landing pages and Animated Videos for marketing campaigns.
- As a secondary activity I sometimes did Front-end programming and code review.

WEB AND MOTION DESIGNER

08/2014 - 07/2015

Promova

I was part of the creative team developing digital materials with national exposure.

- I created websites and videos for big national brands such as Boticário, Ipiranga and Votorantin.
- In web development I was responsible for both design concepts and front-end programming.
- In promotional videos I was responsible of storyboard creation, 2D and 3D animations, video shooting and soundtrack.

UX AND UI DESIGNER

03/2013 - 09/2013

QLance

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

UX AND UI DESIGNER

08/2012 - 02/2013

Agenda Beleza

- I was responsible of the UX and UI of an online beauty service booking platform. I also worked on front-end programming.

DESIGNER

07/2009 - 03/2012

Provisuale

I was part of a team of 3 designers that was responsible for the largest Telecom, IT and Internet event in Latin America at the time, called Futurecom.

- I was responsible for designing visual identity and printed materials for a space of 40,000 m² and 15,000 participants.
- Every year I was responsible of the website development, for both the layout design and front-end programming.
- I made contact with suppliers and operational plans, managing outsourced staff, ensuring the correct application of materials and activities before and during event days.

EDUCATION, CERTIFICATIONS AND TRAINING



Post-graduation / FAE Business School / 2021

CREATIVE AND ENTREPRENEURIAL ECONOMY



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

GRAPHIC AND PRODUCT DESIGN

PRODUCT DISCOVERY / 2021
PM3

UX METRICS / 2019
Mergo

KANBAN / 2015
Lean Kanban University

PRODUCT LEADERSHIP / 2020
How Bootcamps

PROJECT MANAGER MOBILE / 2018
Product Arena

IMMERSIVE ENGLISH / 2013
BTC English

DATA ANALYTIC / 2019-2020
Infinitely

PROJECT MANAGER / 2018
Aldeia Coworking

WEB DESIGN / 2007
Senac

SERVICE DESIGN / 2019
Livework

ENGLISH CERTIFICATION / 2017
TOEFL

SKILLS

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