

DOUGLAS NONATO

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I help large organizations design cohesive, human-centered digital experiences without losing efficiency, consistency, or strategic alignment.

Since 2008, I've been translating complex challenges into scalable design solutions that drive both business impact and customer value. With roots in visual, motion, and interaction design, I've built a career at the intersection of creativity, technology, and strategy.

As a design leader (currently leading a team of 15 designers), I'm comfortable both leading teams and driving strategic projects, with a proven record of delivering results in complex, multi-stakeholder environments. In recent years, I've been leading initiatives across eCommerce, IoT, B2B platforms, and the creation of a global design system, fostering collaboration between UX, architecture, and product teams, and embedding design thinking into organizational processes.

My goal is to create human-centered, innovative, and operationally sound experiences that support digital transformation and long-term value.

PROFESSIONAL EXPERIENCE

Whirlpool

GLOBAL DESIGN MANAGER

10/2024 - Present

Currently leading three distinct teams across Whirlpool's core digital programs, D2C, IoT, and B2B, shaping key experiences that drive engagement and business impact, while building a global, multi-brand design system for our portfolio.

- 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