

# 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 (More than 30 in last year);
- 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 have an online course teaching rapid prototyping.

For more check out my portfolio [douglasnonato.com](https://douglasnonato.com)

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## PROFESSIONAL EXPERIENCE

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### SENIOR UX DESIGNER

03/2021 - Present

#### Whirlpool

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

- 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 conducted more than 30 projects related to cross device experience of smart home appliances, solving IoT challenges, including the first project using the Matter protocol.
- Articulated 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 reduce by 50% the number of documents offering a more efficient co-creation space.
- Created 2 important initiatives to promote my team's projects among stakeholders, reaching a 23% conversion rate in the first 3 months.
- In my first year I got 3 recognition bonuses.

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### 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.

- In less than 3 years I launched 5 big projects. I was not only the Designer, but I was also the manager of the project and its budget.
- My biggest project, the company's website, 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 Sebrae events, courses and publications.
- As a designer, on a daily basis I developed new services based on Design Sprints, Prototypes, User Journeys, and UX Research.
- Introduced Figma as a rapid prototyping tool in the innovation lab, bringing high-fidelity prototypes to design sprints, reducing the prototyping period during sprints by 50%.

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### 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 led the redesigning of the entire B2C marketplace and later the B2B dashboard.
- 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.
- Designed Landing pages and Animated Videos for marketing campaigns. In two years we've reached more than 5,000 new establishments in 450 cities.
- As a secondary activity I sometimes did Front-end programming and code review.

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## WEB AND MOTION DESIGNER

08/2014 - 07/2015

Promova

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 storyboards, 2D and 3D animations, video shooting and soundtrack.

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## UX AND UI DESIGNER

03/2013 - 09/2013

QLance

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

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## UX AND UI DESIGNER

08/2012 - 02/2013

Agenda Beleza

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

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## DESIGNER

07/2009 - 03/2012

Provisuale

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

- Designed visual identity and printed materials for a 40,000 m<sup>2</sup> event with over 15,000 participants.
- For each new edition of the event I designed a complete new website concept. Doing both the layout design and front-end programming.
- Contacted suppliers and contributed to the operational plans, managing more than 3000 outsourced staff, ensuring the correct application of materials and activities before and during event days.

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## 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

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** / 2020

Infinitely

**PROJECT MANAGER** / 2018

Aldeia Coworking

**WEB DESIGN** / 2007

Senac

**SERVICE DESIGN** / 2019

Livework

**ENGLISH CERTIFICATION** / 2017

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## SKILLS

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