

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 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 launched an online course teaching rapid prototyping.

For more check out my portfolio douglasnonato.com

PROFESSIONAL EXPERIENCE

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 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.

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. 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%.

PRODUCT DESIGNER

07/2015 - 06/2018

Beauty Date

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.

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

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.

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.

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.

- 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

UX METRICS / 2019

KANBAN / 2015

PRODUCT LEADERSHIP / 2020

PROJECT MANAGER MOBILE / 2018

IMMERSIVE ENGLISH / 2013

DATA ANALYTIC / 2020

PROJECT MANAGER / 2018

WEB DESIGN / 2007

SERVICE DESIGN / 2019

TOELF ENGLISH CERTIFICATION / 2017

SKILLS

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