Gabriel Pule

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Summary

Collaborating closely with cross-functional teams, I have led design strategies that transformed complex investment projects into user-centered products, managing multi-disciplinary teams and six-week sprint cycles to reduce risk and accelerate delivery. My expertise spans user research, data-driven UX improvements, and design system governance, demonstrated by driving measurable enhancements in product engagement and aligning roadmaps with business goals across agriscience and SaaS platforms.

Work Experience

Corteva Agriscience   Remote
Lead Product Designer   Apr 2022 - Present

- Orchestrated iterative design cycles for investment group projects, breaking down large initiatives into manageable six-week sprints to mitigate project failure risks.
- Being part of the core team from the beginning of the project with PM, Engineers and Data Scientists, defining vision, strategy and application. Also responsible for finding opportunities, understanding limitations, gaps, real world pain points, building solutions and adapting accordingly
- Ensure Success, design quality and end to end experience of the overall design vision of each project
- Ensure design system components are being used properly and advocate for updates and changes when needed
- Being the voice of design and UX for your area of investment when talking with stakeholders and cross-functional groups
- Help ensure projects are meeting goals, Support IC's with their team to instrument product accordingly to measure success
- Leading 2 product designers on 3 different projects inside the investment group
- Help build each project timelines and deliverables with the PM lead
- Working together with PM lead and Engineer leader to define the road map and strategy of the main Investment group with 3 projects

Pipefy   Remote
Senior Product Designer   Jan 2021 - Apr 2022

- End to end design work on each project on the squad (From proposing ideas and validating solutions through experiments to keeping up with the solution deliverables, product metrics, and their achievements)
- Prepare, present and discuss a characteristic, function, or element with the product team and stakeholders
- Ensuring the user experience side for all projects my is squad hold accountable for
- working close to the PM and DM of the squad to find, propose, validate and deliver the best solution for our users and to meet our metrics
- Constant analysis of the platform's visual and necessary adjustments to the user experience
- Working together with designers of other squads
- Help other squads of the company with their project
- Interviews, discovery roadmap, surveys with the research team
- Deep down data analysis of our user interactions

Checklist Fácil   Florianópolis, Brazil
Senior UX Designer   Nov 2019 - Jan 2021

- Propose and Make features mockups and prototypes to show how they should exist and function

- Prepare, present and discuss a characteristic, function, or element with the product team and stakeholders
- Design the UI for new features and elements
- Analyze and discover user needs with the product manager through data analysis, user interviews, and research
- Define the road of UX in the product and its features
- Idealize and illustrate ideas for the user experience through user flow maps, wireframes, and sitemaps
- Help other teams of the company with their project that is related to digital product
- Mentoring other designers of my team
- benchmark and examine the best usability practices, based on the user need

GeekHunter Brasil

Florianópolis, Brazil

Product Designer

Jun 2018 - Nov 2019

- Propose and Make features mockups and prototypes to show how they should exist and function
- Analyze and discover user needs with the product manager through data analysis, user interviews and research
- Prepare, present and discuss a characteristic, function or element with product team and stakeholders
- Idealize and illustrate ideas for the user experience through user flow maps, wireframes, and sitemaps
- benchmark and examine the best usability practices, based on the user need
- Design the UI for new features and elements
- Monitor and analyze an implementation, looking through the interaction, design, and metrics perspective, of the new features and improved features
- Constant analysis of the platform's visual and necessary adjustments to the user experience
- Assist in design analysis of parts made by the marketing team

Decora

Florianópolis, Brazil

UX Designer

Feb 2018 - May 2018

- Worked with a PM and several web, unreal and unity engineers
- Was contracted to do research, wireframing, prototyping and proposing new features and adjustments for the business platform
- Worked with Sketch, illustrator, marvelapp, Unreal and Unity

Farmácias FTB

Garanhuns, Brazil

Lead Designer

Feb 2015 - Feb 2018

- Working with illustrator, photoshop, XD, Protopie, after effects and dreamweaver, making site templates, UX/ UI, researches, wireframes, prototypes and branding

Valorize design

Garanhuns, Brazil

Designer

Mar 2013 - Dec 2014

- Working with illustrator, photoshop, after effects and dreamweaver, making site templates, branding, UI/UX and VFX

Northeast Games Studio

Garanhuns, Brazil

Game designer

Feb 2012 - Nov 2012

- Concept and scenarios for the games, also doing the UI/UX part of it

Studio C

Garanhuns, Brazil

Designer

Oct 2011 - Jan 2013

- Graphic designer, working with illustrator and photoshop, making logos and advertising material

ELEITA pesquisa e acessoria   **Garanhuns, Brazil**
Researcher   Aug 2008 - Apr 2011

· Producing and conducting public opinion surveys

Skills

Top Skills: Product Design · Ux research · Data Analysis · Figma · Mixpanel · Metabase · Amplitude · Dovetail

Education

UFRPE-UAG   Dec 2017
BS | Computer Science
Garanhuns, Brazil