

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 led 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 '22 - Present

- Being part of the core team from the beginning of the AI 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
- Orchestrated iterative design cycles for investment group projects, breaking down large initiatives into manageable six-week sprints to mitigate project failure risks.
- 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 '21 - Apr '22

- 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 '19 - Jan '21

- End to end experience flows and prototypes to test and iterate
- Add, edit and improve Design system
- 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

Product Designer

Florianópolis, Brazil

Jun '18 - Nov '19

- Propose and Make features mockups and prototypes to show how they should exist and function
- Work together with the PM and PO to uncover new opportunities
- Market research for best UX practices, based on the user requirements
- 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
- Assist in design analysis of parts made by the marketing team

Decora

UX Designer

Florianópolis, Brazil

Feb '18 - May '18

- 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

Lead Designer

Garanhuns, Brazil

Feb '15 - Feb '18

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

Valorize design

Designer

Garanhuns, Brazil

Mar '13 - Dec '14

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

Northeast Games Studio

Game designer

Garanhuns, Brazil

Feb '12 - Nov '12

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

Studio C

Designer

Garanhuns, Brazil

Oct '11 - Jan '13

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

ELEITA pesquisa e acessoria

Researcher

Garanhuns, Brazil

Aug '08 - Apr '11

- Producing and conducting public opinion surveys

Skills

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

Education

UFRPE-UAG

BS | Computer Science

Garanhuns, Brazil

Dec '17