

## FIRST LAST

### Full Graphic Designer and Fullstack / Product Manager

Rio de Janeiro, Rio de Janeiro 44th RJ, Brazil | [pborn84.github.io/products-manager](https://pborn84.github.io/products-manager)  
| +55 (21) 97970-2046 | +55 (21) 98362-8674

#### PROFESSIONAL EXPERIENCE

---

##### RESUME WORDED - Rio de Janeiro, RJ

Product Manager / Graphic Design - Sep. 2017 - Present

As a freelance Product Manager with a strong background in design, I bridge the gap between business goals, user needs, and technical execution. My day-to-day work involves guiding digital products from conception to launch, ensuring that every decision aligns with both the user experience and the strategic objectives of the project.

I take on a hands-on role in all phases of product development—starting from research and discovery, where I identify user pain points, gather requirements, and define the problem to be solved. I collaborate closely with clients to prioritize features and create clear, actionable roadmaps.

With my design expertise, I also lead the creation of wireframes, prototypes, and visual interfaces that communicate functionality and value. I work alongside developers, designers, and marketing teams, acting as the central coordinator to keep everyone aligned and the product on track.

Key responsibilities include:

- Defining product vision, scope, and success metrics
- Managing agile workflows, sprints, and backlogs
- Conducting user research and competitive analysis
- Creating product documentation and user stories
- Overseeing UI/UX design to ensure consistency and usability
- Coordinating cross-functional collaboration to deliver value faster
- Communicating progress and insights to stakeholders

By combining strategic thinking with creative problem-solving, I help clients build digital experiences that are both functional and human-centered—delivering real impact and measurable results.

#### OBJECTIVE

Experienced Product Manager with a strong ability to turn insights into scalable, user-centered solutions. I am seeking an opportunity at a large company where I can drive

innovation, lead impactful products, and collaborate with cross-functional teams to achieve strategic goals.

## **RESUME WORDED - Rio de Janeiro, RJ**

Graphic Design - Nov. 2012 - Sep. 2017 - Present

### **B2W**

During my time at B2W Digital, one of Latin America's largest e-commerce companies, I worked as an Advertisement Manager within the creative and marketing team. My role was highly dynamic and focused on enhancing user engagement through strategic visual communication and digital campaign design.

My daily responsibilities revolved around the **creation of innovative visual assets** for email marketing, web banners, and promotional media—targeted specifically at the B2C segment. I was responsible for conceptualizing and designing high-converting newsletter layouts that aligned with marketing objectives and seasonal campaigns, helping to increase open rates and click-through engagement.

In addition to campaign materials, I contributed to **interface design and user experience**, developing intuitive layouts for interactive media such as ATMs and in-store digital terminals. This involved creating **user flows, iconography, and visual design systems** that improved usability and accessibility.

I also played a hands-on role in **front-end development**, coding and launching responsive websites and hot sites using **HTML and CSS**. These digital products were often tied to promotional events, flash sales, or branded experiences, where performance and timing were critical.

Key responsibilities included:

- Designing newsletters and promotional media tailored to B2C engagement strategies
- Developing UI/UX concepts for digital kiosks and ATM interfaces
- Creating infographics and visual storytelling elements for product pages and content hubs
- Building responsive landing pages and promotional hot sites using HTML and CSS
- Collaborating with marketing, e-commerce, and tech teams to align creative outputs with business goals
- Adhering to brand guidelines while pushing visual boundaries to stand out in a competitive market

This role gave me a solid foundation in both design and digital marketing, combining creative thinking with practical execution in a fast-paced corporate environment.

## **EDUCATION**

**UNIVERSITY ESTACIO DE SA**

Master of Art & Design

**Rio de Janeiro, RJ**

**2007-2012**

## ADDITIONAL INFORMATION

---

- Visual Composition -Proficient
- Marketing and Social Media
- Publishing
- Html, css3 and Javascript, Laravel
- Angular
- Photoshop, Illustrator Inkscape and Indesign

## Skills & Strengths

---

- **Product Design Expertise** – Over 5 years of hands-on experience crafting intuitive, user-centered digital products from concept to launch.
- **Cross-Functional Collaboration** – Proven success designing and shipping impactful solutions alongside product managers, developers, and stakeholders in agile teams.
- **Human-Centered Design Thinking** – Strong UX problem-solving abilities, backed by a portfolio that reflects empathy, clarity, and measurable user outcomes.
- **Figma Proficiency** – Advanced skills in Figma, including component libraries, prototyping, and design token systems for scalable and consistent UI.
- **Clear Design Communication** – Confident in articulating design rationale, user insights, and trade-offs to build shared understanding and drive alignment.
- **Visual & Interaction Design Sensibility** – Sharp attention to detail paired with practical judgment—knows when to finesse and when to ship.
- **Creative Curiosity & Empathy** – Naturally inquisitive, user-obsessed, and passionate about continuously improving experiences through thoughtful design.

## LANGUAGE

---

- English - Intermediaries
- Spanish - Basics