Gustavo Ravagnani

Senior Product Designer | Product Strategy, B2B & Enterprise UX, AI-Assisted Development

Campinas, Brazil | +55 19 98156-9689 | gustavo.dgrs@gmail.com
gustavoravagnani.app | linkedin.com/in/designergustavoravagnani

PROFESSIONAL SUMMARY

Senior Product Designer with 12 years of experience shaping complex B2B, enterprise and consumer products for global organizations. Combines product strategy, systems thinking and hands-on design to turn ambiguous business challenges into scalable solutions. Leads design direction and cross-functional product decisions, bridging discovery, design and engineering through functional prototyping and AI-assisted development.

CORE SKILLS

Product & Strategy: Product Discovery, Product Strategy, Systems Thinking, User Research, Product Metrics, Prioritization, End-to-End Product Design

UX & Design: Interaction Design, UI Design, Visual Design, Enterprise UX, Information Architecture, Design Systems, Accessibility (WCAG)

AI & Technology: Figma, Generative AI, LLMs, Claude, ChatGPT, Codex, AI-Assisted Development, Functional Prototyping, React, TypeScript

Leadership: Design Direction, Cross-Functional Collaboration, Stakeholder Management, Product Delivery

PROFESSIONAL EXPERIENCE

Porto | Senior Product Designer | 2025 - Present

- Own UX direction for a broker-facing lead management and distribution product stream, partnering with Product, Engineering, Analytics and Business to shape priorities and product decisions.
- Reframed a lead-scoring request into an opportunity prioritization system; evaluated concepts with 8 brokers and defined interaction states, tracking requirements and acceptance criteria.
- Define measurement requirements around conversion, adoption, engagement, retention and operational effort, connecting UX decisions to product objectives.
- Developed a prioritization framework and functional React application to support product decision-making, using AI-assisted development.

Natura & Avon | Senior Product Designer | 2024 - 2025

- Redesigned Home, Menu and Login as a unified consultant journey, aligning navigation architecture, interaction design and product requirements.
- Created reusable accessibility specifications and component patterns across the Natura and Avon design systems, adopted beyond the original squad.
- Built AAA Checker, a functional Figma plugin automating first-pass WCAG accessibility checks on design files through AI-assisted development.

CDK Global / Taller | Lead Product Designer | 2022 - 2023

- Translated an ambiguous enterprise document-management brief into a 0-to-1 product vision, core workflows and interactive digital signature prototype.
- Presented product direction to client stakeholders, contributing to Taller securing the CDK Global account; led design direction across subsequent enterprise initiatives.

Natura & Co | Product Designer | 2021 - 2022

AB InBev / BEES | UX Lead | 2019 - 2021

- Reframed a global B2B sales-agent experience around revenue protection, translating account signals into contextual recommendations and actionable dashboard workflows.
- Defined scalable UX patterns and experience standards for adaptation across LATAM markets.

Softvaro | UX/UI Designer | 2018 - 2019
Função Sistemas | UX/UI Designer | 2017 - 2018
Instituto Eldorado | UX/UI Designer | 2014 - 2017

SELECTED INDEPENDENT PROJECT

Secret Santa Machine (2026): Designed, built and deployed an interactive 3D web application using AI-assisted development, integrating game mechanics, business rules and backend persistence.

EDUCATION

Postgraduate Program in UX | Anhembi Morumbi | 2020
Bachelor of Design | FACAMP | 2014

LANGUAGES

Portuguese: Native | English: C1 (Advanced) | Spanish: A2 (Elementary)