

# GUSTAVO RAVAGNANI

Senior Product Designer | Product Strategy & Design Leadership

Campinas, Brazil

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## PROFILE

Senior Product Designer with 10+ years of experience across global B2B, enterprise, insurance, and consumer products. I work at the intersection of product strategy and execution, turning ambiguous business problems into clear product direction, decision frameworks, and scalable experiences while leading cross-functional teams through complex initiatives.

## EXPERIENCE

- Porto

2025 - Present

Senior Product Designer - Product Strategy & Leadership

  - Reframed complex product problems into decision models connecting user behavior, business goals, and product signals.
  - Structured opportunity portfolios and prioritization frameworks to guide product decisions around broker growth and commercial outcomes.
  - Led design direction across initiatives, aligning Product, Engineering, Analytics, Business, and Design around shared decisions.
- Natura & Avon

2024 - 2025

Senior Product Designer - Product Experience & Systems

  - Led design direction for Home, Menu, and Login, consolidating fragmented experiences into a unified consultant journey across LATAM.
  - Reframed navigation architecture from a feature-oriented structure into an ecosystem model aligned with broader product needs.
  - Established reusable accessibility and design-system practices adopted beyond the original squad.
- CDK Global

2022 - 2023

Lead Product Designer - Product Vision & Design Systems

  - Turned an open-ended enterprise brief into a product vision spanning workflows, interface direction, prototypes, and executive narrative.
  - Presented product strategy directly to client stakeholders and helped establish design as a strategic component of the engagement.
- AB InBev

2019 - 2021

UX Lead - Global B2B Product

  - Led UX direction for a global B2B ecosystem, translating multi-market research and business objectives into product strategy.
  - Defined scalable global experience patterns while supporting adaptation across different LATAM markets.

## PREVIOUS EXPERIENCE

- Natura & Co - Product Designer

2021 - 2022

Softvaro - UX/UI Designer

2018 - 2019
- Função Sistemas - UX/UI Designer

2017 - 2018

Instituto Eldorado - UX/UI Designer

2014 - 2017

## EXPERTISE

- Product Strategy
- Design Leadership
- Discovery
- Prioritization
- Complex Systems
- Product Metrics
- Design Systems
- Prototyping

## EDUCATION

- Postgraduate Program in UX

Anhembi Morumbi - 2020
- Bachelor of Design

FACAMP - 2014

## LANGUAGES

- Portuguese

C2 (Native)
- English

C1
- Spanish

A2