

GUSTAVO RAVAGNANI

Senior Product Designer | Product Strategy & Design Leadership



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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.

EXPERTISE



Product Strategy



Design Leadership



Discovery



Prioritization



Complex Systems



Product Metrics



Design Systems



Prototyping

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

EDUCATION



Postgraduate Program in UX
Anhembí Morumbi · 2020



Bachelor of Design
FACAMP · 2014

LANGUAGES

Portuguese	C2 (Native)
English	C1
Spanish	A2