ISRAEL BRUNO
SENIOR PRODUCT DESIGNER

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PROFESSIONAL EXPERIENCE

Senior Product Designer
TOTVS / RD Station
Full-Remote | April 2021 – Present

I joined RD Station working with the Colombia team on planning and shipping the onboarding project, which helped me ramp up on the business and start contributing fast. I tackled a range of problems with cost-effective, high-quality solutions and supported peers in the design process and the validation of interaction patterns. I then owned the end-to-end redesign of Lead Segmentation, one of the product's most-used features. After that I moved to platform initiatives, shipping the ecommerce template library (email, landing pages, pop-ups) and co-owning the design system refresh.

Today I work across the Design System and Data teams as decision lead for the unified cross-product navigation, aligning Support, Product, and key customers; direction locked for an H1 2026 rollout. I also help nurture a healthy design culture through rituals that build empathy and connection.

Senior Product Designer – I started as Mid-level Product Designer
Quero Educação *(Quero Education)*
São José dos Campos – SP | February 2019 - April 2021

One of the most beautiful purposes I've had the opportunity to work on. I had opportunities to work across several teams and products, delivering solutions and value both for Students (B2C) - *working in the Undergraduate, Graduate and K12 teams* - as well as for Higher Education Institutions (B2B) - *working in the Quero Pago, Vestibular Digital, Quero Marketplace and Quero Escola teams (All Quero products).*

I evolved considerably within the company and in Quero's design team, being one of the points of reference/go-to collaborators in some projects and facilitator of ceremonies within the tribe.

It was at Quero that I had great contributions related to the development, maintenance, and evangelization of the company's design system. I've been passionate about the subject ever since.

UI / UX Designer
Bugaboo Studio – Temporary contract
Fortaleza – CE | December 2018 - February 2019

Immersion on all levels! It was supposed to be just a short project, but my season was well spent in developing UI solutions within virtual and augmented reality experiences.

Bugaboo Studio is a company that delivers excellent quality products, and I really wanted to cooperate in the visibility of the company in the national and international market. During my time there, I was responsible for taking care of the experience and interface of some applications, helping in the understanding of solutions through storyboards produced for both clients and the developers.

Finally, I led the company rebrand and redesigned the website as a way to thank them for the season and the learning acquired.

UI / UX Designer
Grupo Dunedain *(Dunedain Group)*
Fortaleza – CE | November 2017 - September 2018

In this group, I had the opportunity to explore the full potential of making discoveries remotely. I delivered an initial cryptocurrency payout management solution for investors, in addition to a stronger visual identity and more cohesive product communication.

UI / UX Designer
Fortes Tecnologia em Sistemas *(Fortes Systems Technology)*
Fortaleza – CE | April 2016 - November 2017

My first experience in Brazil was as UI / UX Designer. Naturally, I had several challenges to decide the best way to act and give voice to the customers. In previous companies like Fortes, user needs were rarely prioritized. ~~Much groundwork to do to reinforce the value of design.~~

Nevertheless, this was a great challenge that contributed to my professional development, and I am very grateful for it. Beyond my job description at that time, I decided to use several resources to bring and strengthen the empathy of the engineering team and stakeholders with our customers, bringing them closer and providing moments of testing and validation of solutions with everyone involved.

It was at this job where the first Design System of my career was built. It was made through a partnership with an amazing friend and developer with the goal of boosting development of solutions within the product. We named it Pintor, after the Saíra-pintor bird (Tangara fastuosa).

The product I worked on grew a lot and opened doors for more designers to influence the company's decisions.

Designer Intern
Designation Labs
Chicago – IL | July 2015 - August 2015

Designation Labs was my first experience after years of study and academic practice in this universe that is HCI. There, I had the opportunity to redesign the design school's homepage, student showcase, and the visual roadmap of the courses offered.

In partnership with another Brazilian designer, we designed a game focused on reinforcing learning about typography.

Finally, I produced a photoshoot to build a photo library for future use on the website and social media.

EDUCATION

UNI7 – Centro Universitário 7 de Setembro
Bachelor of Information Systems
Fortaleza – CE | August 2011 - December 2017

DePaul University
Minor in Human-Computer Interaction
Chicago – IL | September 2014 - December 2015

Relevant courses:

- Advanced Principles of Interactivity
- Design of Learning Technologies
- Interactive Design & Prototyping
- Introduction to Human-Computer Interaction
- Mobile Application Development for Android
- Typography

SKILLS

Axure RP / Figma / Sketch
UI Design
Usability testing
Sketching & Prototyping
Copywriting

Interaction Design
Typography
Adobe Creative Cloud
Web Design
Teamwork

LANGUAGES

English
Professional proficiency

Portuguese
Native

Spanish
Professional proficiency