Allan Rabelo

Product Designer Specialist | Senior Product Designer | UX/UI | Product Discovery & Research | Design Systems | Design Culture & Maturity | Mobility

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SUMMARY

Product Designer Specialist with 15+ years of experience in Product Design, UX and UI for complex desktop and mobile digital products, across mobility, fintech, AI SaaS and agritech. I act as a technical reference in Design: I structure teams and processes, mentor designers, spread a user-centered culture and raise Design maturity across organizations. I connect users, business and technology through discovery, research, usability testing, co-creation (Design Thinking and Design Sprint) and data-driven decisions, and I build narratives with stakeholders and leadership that turn strategy into practical direction. Results: NPS from 6 to 8 and -15% support tickets (Stilingue); Design System adopted by 110+ designers, with -39% UI incidents (BTG Pactual); first version of a logistics app used by ~100,000 truck drivers (Carguero).

SKILLS

Technical leadership & culture: Technical reference in Product Design, designer mentoring, technical feedback, training and knowledge sharing, Design culture and maturity, DesignOps, influence and communication with stakeholders and leadership, data storytelling

Product Design: Product Discovery, UX Design, UI Design, interaction design, information architecture, journeys, navigation flows, low-, mid- and high-fidelity prototypes, desktop and mobile interfaces, handoff

Research, data & co-creation: User research (UX Research), interviews, usability testing, validation with users and stakeholders, Design Thinking, Design Sprint, collaborative sessions and co-creation, experimentation, benchmarking, product and experience metrics, NPS, data-driven decisions

Design Systems: Design Systems, Styleguides, component libraries, Design Tokens, Light/Dark themes, digital accessibility (WCAG), documentation, governance

Tools & AI: Figma, Sketch, Adobe XD, Miro, Figma Make, Google Analytics, Hotjar, Azure DevOps, Claude, MCP, Cursor, VS Code, MUI (React), Generative AI

Agile methods: Scrum, Kanban, Lean Inception, agile ceremonies, cross-functional teams with Product and Engineering

PROFESSIONAL EXPERIENCE

Product Design Specialist | Staff Product Designer — Grupo Agromave

Sep 2026 – Present | Sorriso, MT, Brazil (hybrid)

- Building the Design function from scratch in partnership with Technology, defining processes, rituals, guidelines and Design culture, spreading a user-centered mindset and raising the group's Design maturity; organizing the Design–Development workflow with boards and automations in Azure DevOps.
- Led the end-to-end improvement of the group's corporate website, bringing together content from all group companies: alignment with stakeholders and business areas, content structuring and approval, high-fidelity prototyping and handoff. Result: +17% customer leads in the first month after launch.
- Leading the creation of an MUI (React) component library with Design Tokens for the group's 6 brands, structured with Claude and MCP as the foundation for code implementation.
- Built high-fidelity prototypes with Generative AI (Claude and MCP), in Figma and VS Code, using real Design System components and cutting prototyping time to the final version by 45%.

Freelance Product Designer | UX/UI & AI-Powered Prototyping — Self-employed

Jun 2026 – Sep 2026 | Cuiabá, MT, Brazil (remote)

- Delivered 3 projects: 2 corporate websites for health and wellness clients and 1 rural real estate marketplace (mobile app and web), where I led design end to end, from discovery to final UI: filtered search, listing creation, contact with the advertiser, payment and credit purchase.
- Translated clients' business goals into scope, journeys, information hierarchy and priorities for each project.
- Prototyped in high fidelity with Generative AI (Claude and MCP) in Figma, reducing project delivery time from 3 to 2 months (-33%), with continuous handoff and near-zero post-implementation adjustments.

Senior Product Designer | Design Systems & Design Ops — BTG Pactual

Nov 2021 – Jun 2026 | São Paulo, Brazil (remote)

- Structured Orquestra, a Design System and Styleguide with 80+ components (multiple states, Light/Dark themes, Design Tokens and WCAG accessibility), adopted by 110+ designers across 5 B2C products and 12+ white labels.
- Acted as a technical reference for Design teams: guided designers on applying components and patterns and co-created an AI documentation pilot (MCP + Cursor) that reduced usage questions by 38%.
- Influenced leadership and prioritization with adoption and delivery dashboards, building data-driven recommendations for the Design System roadmap.
- Partnered with Engineering to reduce design–code discrepancies: -39% UI incidents and design-to-implementation time cut from 4 to 2 sprints.

- Analyzed usability tests with the Research team and turned findings into component improvements, interaction patterns, micro-interactions and motion specs.

Senior Product Designer | Analytics Platform — Stilingue
Jun 2019 – Nov 2021 | São Paulo, Brazil

- Led the evolution of the experience in the customer support squad: analyzed support tickets, metrics and Customer Success feedback, identified high-impact opportunities and took solutions from ideation to implementation. Result: -15% support tickets and NPS from 6 to 8.
- Grounded UX/UI decisions in Product Discovery, interviews, historical retention and behavior data, and usability testing, redesigning journeys with prototypes at different fidelity levels and connecting user pain points to technical requirements.
- Created the company's first Design System: presented the business case to leadership to approve the project and the adoption of Figma, and structured foundations, Design Tokens, component library, patterns and documentation. Result: 30+ components in the product and the Setup module rebuilt with the Design System.

Product Designer — Easy Carros (mobility and fleet management)
Jan 2019 – Jun 2019 | São Paulo, Brazil

- Led Product Discovery for a new fleet management product with open scope: requirements gathering, client research and formulation of solution hypotheses.
- Ran interviews and usability tests with clients and turned findings into improvements prioritized by impact on usability and operational efficiency.
- Set up, with Support, Product and Development, a triage and prioritization flow for customer requests, reducing operational noise.

Product Designer — Nuvem Tecnologia
Oct 2016 – Dec 2018 | Cuiabá, MT, Brazil

- Led the design of the first version of Carguero (Amaggi + Louis Dreyfus joint venture), a freight logistics and transportation platform with a mobile app and a web back office: ~100,000 truck drivers connected and 500,000+ trips.
- Led end-to-end Product Discovery: field research, client and stakeholder visits and interviews, personas, user journeys, information architecture, flows and prototyping, including onboarding for multiple user profiles.
- Facilitated co-creation workshops and collaborative sessions with key clients (Amaggi, Bayer and Louis Dreyfus), turning operational processes and business challenges into product requirements and UX opportunities.
- Designed and evolved native iOS/Android apps and web platforms, applying Human Interface Guidelines and Material Design.

Designer | Art Director — Mercatto Comunicação *Feb 2016 – Oct 2016 | Cuiabá, MT, Brazil*
Art direction and visual design for client campaigns and digital assets at the agency.

UX/UI Designer | E-commerce Products — Admatic | B2W Digital *Mar 2014 – Feb 2016 | Rio de Janeiro, Brazil*
Interfaces, journeys and prototypes for large-scale e-commerce platforms, focused on usability and conversion, within cross-functional teams.

UI Designer — Videolog.tv *Dec 2012 – Dec 2013 | Rio de Janeiro, Brazil*
Interfaces and prototypes to evolve the video platform, with the development team.

UI Designer — Mosaico *Mar 2011 – Dec 2012 | Rio de Janeiro, Brazil*
Interfaces for zoom.com.br and mundi.com.br, high-traffic web platforms, focused on usability.

EDUCATION

Design, Visual Communication — Pontifical Catholic University of Rio de Janeiro (PUC-Rio) | 2006 – 2011

COURSES & CERTIFICATIONS

Design Systems — Meiuca (2020) | Product Manager — Product Arena (2018) | Lean Inception & Agile Management — Hiflex (2017)

LANGUAGES

Portuguese (native) | English (intermediate)