

# BRUNO PAVANI

Senior Product Designer (UX/UI + Service Design)

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## SUMMARY

Senior Product Designer with 15+ years of experience delivering end-to-end digital products—from discovery to delivery—across complex, cross-functional environments. Strong background in UX/UI, service/workflow design, and design systems, with recent work focused on internal platforms and enterprise-grade operational tools. Experienced working with international teams, aligning stakeholders, and shipping scalable solutions within real technical and governance constraints.

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## CORE SKILLS

Product Design; UX Design; UI Design; Service/Workflow Design; Design Systems; OutSystems (Low-Code); User Research; Usability Testing; Prototyping (Figma); Information Architecture; Interaction Design; Accessibility (WCAG); Stakeholder Management; Workshop Facilitation; Agile/Scrum; Requirements Translation; Documentation & Handoff; QA Support.

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## SELECTED EXPERIENCE

### Evoked (UK, Remote) — Senior UX/UI Designer - Jan 2025 – Current

- Led end-to-end UX/UI for internal enterprise platforms, translating business requirements into scalable workflows, information architecture, and high-fidelity UI.
- Designed role-based operational workflows (e.g., compliance case reviews and approval processes), defining states, validation rules, and audit-ready traceability (who/what/when/why).
- Built and maintained a design system for OutSystems (low-code), standardizing components, patterns, and interaction guidelines to improve consistency and accelerate delivery.
- Facilitated discovery workshops and stakeholder alignment; produced user flows, prototypes, and interaction specifications to reduce ambiguity and delivery risk.
- Partnered closely with engineering through implementation (reviews, QA, edge cases), ensuring reliable behavior across complex states and strong usability.
- Created documentation and handoff assets (annotations, UI states, acceptance criteria) to support efficient development and iterative releases.

### BestGift! — UX/UI Designer & Service Designer - Nov 2023 – Nov 2024

- Led a service design initiative to improve end-to-end operational performance during a growth phase, connecting frontstage customer expectations to backstage execution.
- Conducted stakeholder interviews and workflow audits; produced service blueprints and journey maps to identify bottlenecks, handoff failures, and variability drivers.

- Defined operational improvements supported by measurable KPIs (lead time, error rate, capacity), enabling clearer prioritization and continuous improvement routines.
- Improved cross-team alignment (purchasing, production, sales) through redesigned processes, clearer ownership, and stronger system adoption practices.
- Supported changes that increased throughput, reduced rework, and improved delivery reliability while preserving quality standards.

#### **Ironhack — Lead UI/UX Teacher - Mar 2022 – May 2023**

- Delivered UI/UX bootcamp instruction and coached multiple project teams through the full design cycle: discovery, research, synthesis, prototyping, usability testing, and presentation.
- Used continuous feedback loops (surveys + qualitative inputs) to iterate on curriculum delivery, class structure, and student experience across cohorts.
- Mentored designers on portfolio development, critique, and job readiness; improved consistency through refined lesson plans and hands-on exercises.
- Collaborated with operations to address experience gaps and strengthen engagement initiatives.

#### **Happmobi | Digital Education — Senior UI/UX Designer & Motion Designer - Jun 2020 – Mar 2022**

- Designed web/mobile learning experiences for corporate education products, delivering user flows, wireframes, prototypes, and high-fidelity UI.
- Defined information architecture and interaction patterns to improve clarity and usability for complex content and multi-step experiences.
- Partnered with stakeholders and developers to deliver iterative releases, ensuring consistent UI behavior and clear implementation documentation.
- Produced motion/visual assets to support comprehension and engagement across learning modules.

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#### **ADDITIONAL EXPERIENCE**

MDS Orlando — Senior UI/UX Designer | Oct 2017 – May 2020

UOL Educação / Ciatech — Interaction Designer | Mar 2013 – Jan 2016

Galerie GP — UI Designer & Front-End Developer | Feb 2010 – Mar 2013

REDZERO — Teacher (Game Design & Digital Arts) | Feb 2015 – Jun 2017

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#### **EDUCATION**

B.A. in Digital Design — Anhanguera Educacional | 2009 – 2012

Design Circuit 2.0 — UX, UI & Product Design | 2021 – 2022

Leadership Course — Escola Conquer | 2023

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#### **LANGUAGES**

Portuguese (Native); English (Fluent); Italian (Basic); Spanish (Basic)