

Reinner Andreoli

AI Builder | AI Agents, Automation and Intelligent Products

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PROFESSIONAL SUMMARY

AI product builder with 20+ years in digital products and an MBA in Technology for Business focused on Artificial Intelligence, Data Science and Big Data. I design and implement intelligent agents, automations and integrations that connect language models to real business operations. Led design for a no-code AI platform recognized among the Top 10 LinkedIn Startups and currently deliver applied AI and automation solutions for clients in Brazil and abroad. I combine product vision, user experience and hands-on technical execution.

CORE SKILLS

Applied Artificial Intelligence: AI Agents, LLMs (Large Language Models), Prompt Engineering, RAG (Retrieval-Augmented Generation), Model Context Protocol (MCP), Model Output Evaluation, UX for AI

Automation and Integrations: N8N, Process Automation, REST APIs, Webhooks, System Integration, No-code and Low-code Platforms

Product and Data: Product Discovery, MVP, Data Science, Big Data, Analytics, Product Metrics, A/B Testing

Development and Platforms: HTML, CSS, JavaScript, WordPress, Supabase, Figma, Notion, Google Analytics

Design and Experience: UX/UI, Design Systems, User Journey Mapping, Prototyping, Design Thinking, Conversational Interfaces

Management: Technical Project Leadership, Stakeholder Management, Agile Methodologies (Scrum, Kanban), OKRs

PROFESSIONAL EXPERIENCE

AI Builder and Founder - LOCALHUB

Sao Paulo, Brazil | 11/2025 - Present

- Designs and implements AI agents and automations using N8N and API integrations for marketing, sales and support operations.
- Builds MVPs and AI-assisted digital products for clients in Brazil and abroad, from discovery to delivery.
- Structures automated content and SEO workflows powered by language models, reducing operational production time.
- Integrates client systems (CRM, CMS and databases) with AI models through APIs and MCP servers.

Design Lead / Senior Product Designer - Triggo.ai (part-time allocation via Triggo Labs)

Sao Paulo, Brazil | 11/2023 - 11/2025

- Led design for a no-code Artificial Intelligence platform recognized among the Top 10 LinkedIn Startups.
- Defined the experience architecture for building, configuring and deploying intelligent agents without coding.
- Translated the technical capability of models and data pipelines into workflows usable by business users.
- Built the design system and interface standards for a complex data and AI product.

Senior Product Designer - Porto Seguro (allocated via Triggo Labs)

Sao Paulo, Brazil | 06/2022 - 11/2025

- Led the redesign of the Porto Saude mobile app, directly impacting more than 2 million active users.
- Redesigned critical journeys (home, search and claims), increasing NPS and reducing support costs.
- Applied A/B testing, benchmarking and usage data analysis to prioritize improvements at scale.
- Worked with cross-functional squads across product, engineering and data under OKRs.

Senior Product Designer - Natura &Co (allocated via Triggo Labs)

Sao Paulo, Brazil | 08/2021 - 06/2022

- Led the redesign of a B2B sales platform used by more than 1.2 million sales consultants.
- Redesigned the checkout flow, generating approximately USD 2 million in additional weekly sales.
- Collaborated with data teams to drive product decisions through funnel metrics.

Digital Specialist / Product Designer - CVC Corp

Sao Paulo, Brazil | 06/2008 - 08/2021

- Launched a crisis support portal that reduced support tickets by 90% within one week.
- Delivered an award-winning omnichannel solution (Online-to-Store) rolled out to more than 1,000 stores.
- Participated in the digital transformation program, integrating technology and business teams.

EDUCATION

- MBA in Project Management - Fundacao Getulio Vargas (FGV), Brazil
- MBA in Technology for Business: Artificial Intelligence, Data Science and Big Data - Faculdade Libano - 10/2024 to 08/2025 - GPA equivalent 8.8/10
- Executive MBA in Leadership and People Development - Faculdade Libano - 01/2025 to 12/2025

CERTIFICATIONS AND COURSES

- UX Design Leadership (40h) - TheStarter
- Strategic Design (30h) - TheStarter
- UX for AI and Intelligent Products (20h) - TheStarter
- UX Metrics for Digital Products (24h) - TheStarter
- Organizational Politics and Leadership (6h) - TheStarter
- Information Architecture for UX - Clube de UI and TheStarter
- Portfolios and UX Research Evaluation - Clube de UI and TheStarter
- Possible Futures with AI and UX Research - Clube de UI and TheStarter
- Crisis Management and Leadership in Layoffs - Clube de UI and TheStarter

AWARDS

- ABEMD Award (Gold) - Case: Online-to-Store Innovation in Physical Retail

LANGUAGES

- Portuguese - native
- English - advanced (professional working proficiency with international clients)