

Reinner Andreoli

Senior Product Designer | UX/UI, Design Systems and Applied AI

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PROFESSIONAL SUMMARY

Senior Product Designer with 20+ years of experience in digital product design, working at the intersection of UX research, UI design and business strategy. Led the redesign of products serving more than 2 million active users and checkout optimization work that generated approximately USD 2 million in additional weekly sales. Specialist in design systems, product discovery, usability testing and applied Artificial Intelligence in digital products. Extensive experience in agile squads (Scrum and Kanban), OKR definition and data-driven decision making.

CORE SKILLS

Product Design and UX: UX Research, Product Discovery, Design Thinking, User Journey Mapping, Information Architecture, Wireframing, Prototyping, Usability Testing, Mobile First Design, Accessibility (WCAG), Conversion Rate Optimization (CRO)

Interface and Design Systems: UI Design, Design Systems, Componentization, Design Tokens, Responsive Design, Microinteractions, Developer Handoff, DesignOps

Methods and Metrics: Agile Methodologies (Scrum, Kanban), OKRs, KPIs, A/B Testing, Benchmarking, Funnel Analysis, UX Metrics, NPS

Applied AI: UX for Artificial Intelligence, Intelligent Agent Design, Prompt Engineering, Process Automation (N8N), API Integrations

Tools: Figma, FigJam, Design Systems, Jira, Confluence, Notion, Google Analytics, WordPress, N8N, HTML, CSS

Leadership: Design Team Leadership, Stakeholder Management, Designer Mentoring, Executive Communication, Project Management

PROFESSIONAL EXPERIENCE

Product Designer and Founder - LOCALHUB

Sao Paulo, Brazil | 11/2025 - Present

- Delivers end-to-end product design projects for clients in Brazil and abroad, from discovery to launch.
- Builds design systems, interfaces and user journeys for web platforms and AI-assisted digital products.
- Applies user research, CRO principles and usability testing to increase conversion in delivered products.
- Sets the design quality standard and the delivery operation of the business.

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

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

- Led the full 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 customer support costs.
- Ran user research, usability testing and A/B tests to validate hypotheses before development investment.
- Worked with cross-functional squads across product, engineering and data using OKRs and competitive benchmarking.
- Contributed to design system evolution and governance, standardizing components across platforms.

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 and deploying intelligent agents without coding.
- Built the design system and interface standards for a complex data and AI product.
- Connected product strategy, user experience and operational performance alongside founders and the technical team.

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

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

- Led the strategic 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.
- Applied CRO principles and mobile first design to reduce friction in high drop-off steps.
- Worked in continuous discovery with product owners, developers and data teams across sprint cycles.

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.
- Worked on high-traffic e-commerce, optimizing conversion and the purchase experience.

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)