

Bruno Amorim

Senior UX/Product Designer

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🧠 Professional Summary

UX/Product Designer with 9+ years of experience in startups and consultancies across fintech, e-commerce, healthcare, and Web3. Skilled in the full design lifecycle – from user research and information architecture to UI design and front-end implementation – delivering intuitive, impactful solutions. Fluent in English, pursuing an MBA in AI & Big Data, and certified in UX/UI and Product Leadership. Collaborative team player adept in Agile methodologies, passionate about creating user experiences that drive engagement and meet business goals. Open to remote and freelance opportunities.

🔧 Skills

Design: UX/UI Design, Interaction Design, Visual Design, Information Architecture, Wireframing & Prototyping, Design Systems

Research: User Interviews & UX Research, Usability Testing, A/B Testing, Data Analysis

Methods: Agile (Scrum), Design Thinking, Lean UX, Design Sprints

Tools: Figma, Sketch, InVision, Adobe XD, Illustrator, After Effects, Jira, Notion, WordPress, HTML/CSS

Applied AI in Product & UX:

Hands-on experience applying AI tools across the full product design lifecycle, including research synthesis, UX ideation, content design, product strategy, and front-end prototyping. I use AI to accelerate discovery by synthesizing qualitative data, generating insight clusters, and supporting persona and JTBD definition. In design and delivery, AI supports ideation of UX flows, microcopy variations, accessibility improvements, and rapid prototyping in HTML, CSS, and JavaScript. I also leverage AI to automate documentation, structure

decision-making, and support roadmap and prioritization discussions. All AI usage is applied with strong human validation, ethical awareness, and a focus on real business and user impact.

Experience

Product Designer – World Bank / Ministry of Labor (Brazil)

2025 – Present

- Delivered a functional prototype of Brazil's Labor Market Information System (LMIS), built with Figma for multi-stakeholder validation.
- Defined user flows and cross-module interactions between occupations, courses, and labor data dashboards.
- Led UX design for the LMIS, integrating labor intelligence, job matching, and career guidance.
- Translated technical frameworks into a user-centered prototype connecting jobs, skills, and data.
- Collaborated with World Bank and MTE teams to guide product direction and visual consistency.

Senior UX/Product Designer Volunteer – Lillup

2025

- Voluntary role focused on research and experimentation with Generative UI and AI-driven product design.
- Explored workflows combining design automation, prompt-based prototyping, and adaptive interface patterns.
- Built concept prototypes in Figma and validated usability of AI-assisted design tools.
- Collaborated with a small distributed team to test design applications of emerging AI technologies.

Product Designer – Capypolis

2025

- Led UX/UI design for *Capyntruders*, a mobile and web tower defense game.
- Created gameplay, onboarding, and monetization interfaces.
- Contributed to Web3 strategy with *Polis Token*, NFTs, and staking features.
- Built the landing page front-end (Astro + Vue) and anti-fraud systems.
- Collaborated with developers, marketing, and legal teams in Agile sprints.

Product Designer – Exed Consulting

2024 – 2025

- Designed a mobile safety app and web dashboard for logistics
- Conducted field research and structured information architecture
- Delivered responsive prototypes in Agile sprints

Product Designer – Iteris

2023 – 2024

- Developed fintech interfaces (web, mobile, POS)
- Established a cross-platform design system
- Worked in Agile squads to accelerate product delivery

UX/UI Designer – Pet Mimo

2023

- Designed WordPress e-commerce website and branding
- Created logo, style guide, design system, and marketing assets

Lead Product Designer – DUX

2022

- Led UX strategy for a Web3 startup
- Conducted research and design sprints
- Delivered company site and organized design documentation

Product Designer – Wipro

2020 – 2022

- Designed banking dashboards and POS terminal interfaces
- Conducted user testing to refine workflows
- Delivered internal tools used by 67,000+ employees at a major energy company

UX Designer – BRQ

2019 – 2020

Banking | UX/UI | Agile

- Designed banking app UIs.
 - Participated in backlog grooming and feature prioritization.
 - Worked in Agile teams using Figma, Jira, Abstract.
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UX Designer – Doutor Já

2019

Healthcare | UX Research | MVP | Service Design

- Developed flows for medical appointment booking system.
 - Conducted user interviews and usability testing.
 - Co-created the *Carteira Saúde*, driving business traction.
 - Focused on user experience for underserved populations.
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Junior UX Designer – Ahazou

2018 – 2019

SaaS | Mobile | Testing | Analytics

- Designed Android/iOS UIs for social media tools.
 - Ran A/B tests and user interviews.
 - Analyzed usage via Google Analytics.
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UX/UI Designer – Canguru App

2018

HealthTech | Pregnancy App | Mobile UX

- Built flows and UI for an app supporting expecting mothers.
 - Collaborated with healthcare professionals.
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Visual Designer – Simplify

2016 – 2017

Branding | Visual Design | Prototyping

- Created brand and UI for a Wi-Fi login system using quizzes.
 - Delivered clickable prototypes and marketing materials.
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Education & Certifications

- MSc Technologies of Intelligence and Digital Design – PUC-SP | São Paulo, Brazil

2026 – 2027 (in progress)

- **UX/UI Design Bootcamp** – Tera School (2018)
- **Digital Product Leadership** – Tera School (2022)
- **BA in Arts & Design** – Federal University of Juiz de Fora (2013 – 2017)