

DIOGO ONGARATO

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with experience working in Startup, B2B, SaaS, and ERP contexts, with hands-on involvement across the full digital product lifecycle — applying Double Diamond and Lean UX in agile settings. Responsible for articulating and defending design decisions to Engineering teams and stakeholders, leading Discovery, user research, usability testing, and Design System evolution. I use AI as a working partner throughout the entire process, from discovery to delivery. Always connecting real user needs with business metrics to generate efficient and measurable solutions. Driven by purpose, I identify with missions where design can create real impact.

PROFESSIONAL EXPERIENCE

BRANDFEED

Product Designer

Remote · Dubai, EAU

February 2026 – June 2026

- Led a digital product from concept to delivery within a team of 3 designers and in partnership with the PM, moving through Garrett's 5 planes with Double Diamond cycles — from Discovery (interviews, SWOT analysis, personas) to solution validation.
- Mapped 3 user profiles (journalist, brand, and internal roles) and validated Jobs to be Done per flow, prioritizing features with the PM to scope the MVP.
- Developed 30+ flows with adaptation for mobile, tablet, web, and landing page, maintaining consistency through a Design System with WCAG 2.2 built by the team.
- Documented design decisions for structured handoff and conducted usability testing, iterating the flows based on the findings.

AUTOCONF

Product Designer

Hybrid · Curitiba, BR

September 2025 – February 2026

- Redesigned the product's onboarding journey, reducing onboarding-related support demands by 73%, with 68% of users completing the mandatory activation flow without internal intervention.
- Designed adaptable workflows in the financial module, achieving 68% organic adoption and a CSAT of 9.5/10, validated through interviews, shadowing, workshops, and ticket analysis.
- Translated technical requirements into an intuitive journey for setting up an Omnichannel AI agent, using AI for rapid prototyping and usability testing — achieving 91% completion with an average of 4:34 min through UX Writing and validated templates.
- Evolved an existing Component Library of 26 components into a scalable Design System with Design Tokens and guidelines, reducing 12h of repetitive work per sprint and enabling 4 devs to make adjustments autonomously via Design QA.
- Led workshops and meetings with +16 stakeholders from Product, Engineering, Support, CS, and CX to align technical requirements, feasibility, and strategic accuracy.

SOU.JUNIOR LABS

Volunteer Product Designer

Remote · São Paulo, BR

March 2025 – December 2025

- Collaborated in a multidisciplinary squad of 8 professionals applying user-centered design to structure a financial education experience for MEIs (micro-entrepreneurs), supporting visual standardization and research documentation focused on the financial market.

OURFREELA

Product Designer

Remote · São Paulo, BR

Setembro 2024 – Fevereiro 2025

- Took on, as the sole designer, the conception of a product with a two-sided dynamic (client and contractor), applying Garrett's 5 planes with Double Diamond alongside the PM.
- Conducted the full Discovery — interviews, SWOT analysis, personas, and empathy map — synthesizing the findings into distinct journeys per profile to guide MVP prioritization.
- Designed the flows and interfaces for both profiles with adaptation for mobile, tablet, and web, validating Jobs to be Done at each stage.
- Single-handedly structured a complete Design System with WCAG 2.2, ensuring consistency and reducing rework throughout the project.

EDUCATION

Bachelor's Degree in Advertising and Marketing

PUCPR - March 2024

CERTIFICATES

Digital Product Design (*Aprender Design - October 2025*)

D2 - from Discovery to Delivery (*Bruna Fonseca - May 2026*)

Product Design (*PM3 - June 2026*)

LANGUAGES

Portuguese C2, English C1, Italian B1.

SKILLS

Double Diamond & Lean UX | UX Research | Figma (advanced) | Design System & Tokens | Usability Testing | Interviews & Shadowing | Handoff & Delivery | Design QA | Interactive Prototypes | Product Metrics (Activation, Retention, Funnel) | Behavior Analysis (Hotjar, GA) | Jira & Notion | Web and Mobile Interfaces | Information Architecture | Accessibility (WCAG 2.2) | HTML & CSS | UX Writing | FigJam & Miro | Agile Methodologies | Artificial Intelligence Applied to Design