

Isaac Duarte

Senior Product Designer | UX/UI Design, UX Research, Information Design

— Who am I?

Design, for me, is more than a profession: it’s the lens through which I see and interact with the world. I like to create but also to solve problems, tackle challenges and refine what presents potential. Design, therefore, isn’t a simple career path, but rather my own way of expressing my identity, while I leaving a mark under the sun and building something worth sharing with others.

— Professional Experience

Senior Product Designer, Cluster Embedded Analytics

Jan 2025 - Apr 2026

I contribute to the creation and maturation of data visualization dashboards, applying principles of **information design** and **product design** throughout the process. My work includes:

- Leading discovery processes focused on investigating stakeholder problems and articulating key insights to highlight the importance of the proposed design solutions;
- Designing interfaces for **analytics** and **business intelligence** tools, following best practices in data visualization;
- Creating interfaces for both **public** and **private environments**, delivering solutions that support tasks such as client profile tracking for sales platforms and port management systems for cargo operations;
- Using **AI-driven tools** to enhance and accelerate project ideation and organization — from concept exploration to layout definition — while maintaining a human-centered, analytical approach to creativity.

Mid-level Product Designer, Squadra Digital

Jan 2024 - Dec 2024

Worked on the creation and expansion of digital products, particularly mobile and web applications. Responsibilities included:

- Conducting quantitative and qualitative user research, including surveys, interviews, and usability analysis;
- Mapping user journeys and navigation flows;
- Designing data dashboards of varying complexity, balancing business and user needs through a strategic design lens;
- Developing mobile interfaces to expand and mature existing products and experiences;
- Managing stakeholder expectations and objectives, driving alignment between Design and Product teams to strengthen design maturity and ensure stakeholder buy-in through specialized design practices.

Personal details

- Curitiba / PR
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Skills

UX Design

- Design thinking
- Personas, user journeys
- UX heuristics

UX Research

- *Continuous Discovery*
- Opportunity trees
- Surveys and other quantitative methods
- User interviews and other qualitative methods
- Usability tests

UI Design

- Fundamentals of visual design
- Advanced prototyping
- Microinteractions design
- Design Systems
- Information Design

Tools and Technology

- **UI and prototyping:** Figma, Webflow, v0, Bolt, Lovable
- **Discovery:** Miro, Figjam
- **Projects management:** Notion, Obsidian, ChatGPT, Perplexity, Gemini
- **Quantitative research and usability tests:** Maze, SurveyMonkey, Google Forms, Typeform

Junior Product Designer, N26 Brasil

Sep 2022 - Nov 2023

Focused on products and features related to credit and debit cards, as well as adjacent areas of the bank. My role encompassed UX and UI design for the mobile app, with key activities including:

- Conducting user research (interviews and surveys);
- Running usability tests (moderated and unmoderated);
- Mapping user journeys and navigation flows;
- Designing interaction flows and interface patterns;
- Creating low- and high-fidelity wireframes and prototypes;
- Leading continuous discovery processes;
- Facilitating workshops;
- Maintaining and scaling design systems.

Junior UX/UI Designer, Grená Design Studio

Nov 2021 - Aug 2022

Worked on the development and evolution of various digital platforms, including websites, dashboards, and mobile environments. Some of the clients I collaborated with include AB-Inbev, Claro, and STB. Responsibilities included:

- Conducting desk research and benchmarking;
- Performing heuristic evaluations;
- Conducting user and stakeholder interviews;
- Creating personas and user journeys;
- Building sitemaps and information structures;
- Designing low-fidelity wireframes;
- Developing high-fidelity interactive prototypes;
- Creating style guides;
- Maintaining and evolving design systems.

— Education

Professional Certificate — Product Discovery, PM3 Business School

2024 – Present

Professional Certificate — UI Design, UI Boost

2021 – Present

Professional Certificate — Product Design, Aela (Master Interface Design)

2020 - presente

Bachelor’s Degree — Economics, Universidade Positivo

2016 - 2019

Soft skills

- Flexibility
- Adaptability
- Excellent verbal and written communication
- Clear articulation and defense of ideas
- Curiosity
- Continuous learning mindset
- Team collaboration
- Proactivity
- Emotional intelligence

Languages

- Portuguese - Native
- English - Fluent
- Spanish - Basics