

DIEGO SONODA

UX & Product Designer

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Open to on-site & hybrid roles in São Paulo and remote roles worldwide

SUMMARY

UX & Product Designer who designs for business outcomes, not just screens. Recent work spans SaaS platform redesign and conversion-focused websites — driving a 27% increase in qualified leads and helping secure a contract worth over AUD \$500K. A background in sales and growth gives me a rare bridge between user experience and revenue. Master's in Information Systems and 7 years studying and working in Australia. Based in São Paulo, open to on-site and hybrid roles there and remote roles worldwide; fluent in English and Portuguese.

CORE SKILLS

UX & Product Design: User flows, prototyping, design systems, responsive design, interaction design, accessibility, conversion rate optimization (CRO)

Tools: Figma, Framer, GA4, Hotjar, HubSpot, Tableau, Jira, Notion

AI-assisted workflow: ChatGPT, Claude, Figma Make (research synthesis, ideation, UX copy, rapid prototyping)

Methodologies: Agile (Scrum / Kanban), A/B testing, ICP analysis, cross-functional collaboration

EXPERIENCE

Sonoda Creative — UX & Product Designer (Founder)

Mar 2025 – Present

Sydney, Australia · Remote

- Redesigned a client's site: more submissions in 1 month than the whole prior year.
- Built conversion experiences in Framer and Figma: landing pages and interactions.
- Partnered with founders to align positioning and value proposition.
- Run an AI workflow (ChatGPT, Claude) for research, UX copy, and prototyping.

TickedOff (Australia) — UX & Product Designer (Contract)

Sep 2024 – Feb 2026

Sydney, Australia · Remote

- Increased qualified leads 27% through UX optimization and repositioning.
- Improved flows with stronger accessibility and cleaner, consistent interactions.
- Created visual assets and campaign messaging/CTAs aligned to the brand.

Worldteam (Australia) — Digital Marketing Manager

Jun 2024 – May 2025

Sydney, Australia · Full-time

- Led redesigns that helped secure a contract worth AUD \$500K, validated by the CEO.
- Built and optimized landing pages and conversion funnels for campaigns.
- Analysis to align value messaging with the experience; integrated GA4, Hotjar, CMS.
- Collaborated cross-functionally with sales and development teams.

ASPP TUR — Sales Manager & Co-owner

Aug 2006 – Jan 2019

Curitiba, Brazil · On-site

- Co-managed operations and marketing; led brand campaigns and commercial restructuring.
- Built sales and retention strategies; managed teams and international suppliers.

EDUCATION

- Master of Business Information Systems — Torrens University Australia (2024)
- Diploma of Information Technology — Academies Australasia, Sydney (2021)
- Diploma of Leadership & Management — Greenwich College, Sydney (2019)
- Bachelor of Business Administration — FAE Business School (2010)

CERTIFICATIONS

- Advanced UI/UX Design in Figma — Udemy (2025)
- UI/UX Design Essentials, Figma — Udemy (2024)
- AI Tools for Design (ChatGPT & Midjourney) — Udemy (2024)
- Tableau Desktop Specialist (2023)

LANGUAGES

Portuguese (Native) · English (Advanced / Fluent)