

André Pereira Constancio

Product Designer

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SUMMARY

Product Designer with a background in Systems Development and a specialization in Interaction Design, with a multidisciplinary track record focused on **delivering technically feasible solutions and experiences that drive results**.

Over 6+ years in interaction design, I have worked as a Web Developer, Front End Developer, UX/UI Designer, and Product Designer across research, definition, conceiving, and validation of digital products such as financing systems, inventory and logistics control, community engagement, self-service systems, landing pages, and institutional websites, consistently bridging design and engineering teams.

As a Product Designer at BRPrev, I was responsible for the design audit of the current pension census system, which has supported 600+ actuarial assessments and the pension administration of 70,000+ public employees. I identified issues that negatively impacted both system users (administrators, operations, and clients) and the development team, such as inconsistencies and poor interaction practices. I reviewed journeys and gradually documented standards and built a robust component library, enabling speed, consistency, and scalability in the design of new features.

I have experience as a Product Designer on complex digital products, especially B2B platforms, which helped me develop a **systems view of design focused on scalability, clear flows, and cross-interface consistency**. I translate user needs and business goals into actionable solutions through research, workshops, and **close collaboration with product and engineering teams**. My focus is turning strategy into clear, efficient digital experiences, using UI as a tool to reduce journey friction, communicate the brand, and contribute to product outcomes.

I believe design's core role is to stay committed to solving problems in a **strategic, analytical** way, while also being creative, grounded in the alignment between human experience, technical innovation, and business viability.

EXPERIENCE

BRPrev | Porto Alegre (Remote)

october 2024 - Present

Product Designer

Product Designer responsible for the **build and evolution of the Design System guidelines and pattern library** for the pension census platform "Census", **ensuring consistency, scalability, and visual alignment across interfaces**. Work across problem discovery and definition through Discovery processes and **facilitation sessions with stakeholders and an agile engineering team**. Led system redesign and reviews of critical platform flows, applying UX and UI best practices and **documenting interfaces and design decisions in Figma** to support continuous product evolution. Key activities:

- Standardized interfaces and reduced visual inconsistencies in the Census product by conducting UI audits and reviewing 50+ flows in Figma.
- Built the product Design System and pattern library, documenting components, design tokens, and guidelines in Figma to ensure consistency and scalability.
- Improved census process visibility and monitoring by designing new data visualization flows focused on reports and dashboards.
- Owned alignment across design, PO, and engineering by documenting handoffs, tracking feature implementation, running UI checks, and documenting adjustments with the technical team.
- Identified product issues and improvement opportunities by leading workshops with stakeholders and engineering, using interviews, mapping, and Discovery activities to build the backlog and define MVPs.

Dasa – Diagnósticos das Américas | São Paulo (Remote)

march 2023 - december 2023

Product Designer

Worked as a Product Designer within the chapter responsible for the patient's and employee's early journey, spanning from self-service and check-in, through the initial service queue and triage, to the queue for exams and collection. Member of the self-service journey squad, responsible for redesigning kiosk interfaces currently used in 900+ units and laboratories across the network. Key activities:

- Identified problems and friction points in the user journey through qualitative and quantitative research, conducted both in person and remotely at units and laboratories.
- Reduced self-service and waiting time through redesign and **strategic review of journeys and interfaces** in queue management and service systems, such as panels and kiosks.
- **Validated hypotheses and design solutions by leading usability tests** and observing user interactions across journey touchpoints, both in person and remotely, alongside other **performance indicators**.
- Documented 60+ journey and interaction flows in Figma and Miro, supporting alignment across design, product, and engineering teams.

Product Designer

Worked with a focus on the Orange App platform, dedicated to onboarding and increasing engagement for 17,000+ employees across the FCamara Group. Key activities:

- **Improved conversion on critical flows** by planning and running usability tests and **analyzing usage data** with tools such as Useberry and Clarity.
- Improved organization and visibility of the design workflow by applying Design Ops practices, structuring Figma design processes with stages such as To Do, Doing, and Done, and documenting As Is and To Be states to support planning and solution evolution.
- Documented responsive, mobile-first interfaces, **ensuring accessibility** and usability.
- Mapped and defined user and service flows by structuring research data and functional requirements into diagrams such as service blueprints, journey maps, and user stories.

INFOX | Sorocaba (Hybrid)

february 2019 - june 2022

UX/UI Designer (september 2020 - june 2022)

Worked as the sole UX/UI Designer in the company, promoting an internal UX culture across different squads responsible for areas such as payments, credit underwriting, inventory control, and logistics in retail and construction. Performed both user experience design and interface design in B2B financial services platform projects. Key activities:

- Introduced a user-centered design and Design Thinking mindset at the institutional level by running workshops and presentations for employees and sharing articles and informational content on design's impact in organizations.
- Supported product and engineering in defining new features and MVPs through workshops and activities based on Design Thinking and agile methods, such as journey mapping, user stories, and Lean Inception.
- Ensured quality throughout product evolution by actively partnering with engineering and QA teams and applying usability tests and qualitative research such as continued-use diary studies.
- Structured and documented interface patterns and UX best practices, contributing to more consistent solutions and enabling better collaboration across design, product, and engineering.

UI Designer / Front End Developer (march 2020 - september 2020)

Worked as a UI Designer and Front-End Developer participating in the full cycle of designing and implementing digital interfaces. Responsible for creating low- and high-fidelity prototypes for validation with Product Owners, as well as conducting UI analyses and evaluations across products, supported by design documentation. Partnered closely with engineering to support front-end implementation and build components in Flutter and React, focusing on applying Design System standards based on Material Design.

- Developed low- to high-fidelity prototypes and presented them to the PO, explaining and justifying design decisions.
- Conducted UI analyses and evaluations across products and produced supporting documentation.
- Supported front-end implementations and assisted the engineering team.
- Built components in Flutter and React, with a focus on Material Design System standards and related frameworks.

Service Desk Assistant (february 2019 - march 2020)

Worked as a Service Desk Assistant responsible for supporting users and clients in using the system, resolving incidents, and documenting features. Collaborated with product and engineering teams by collecting feedback, logging bugs, and tracking support tickets.

- Supported clients and users by answering questions, solving issues, and training them on system usage.
- Collected and documented client and user feedback to support definition of new features and system improvements.
- Opened, tracked, and handled internal and external tickets following SLA agreements.
- Produced feature documentation to enable training for internal teams and clients.
- Analyzed and documented bugs and system failures, supporting engineering in troubleshooting and resolution.

EDUCATION

Kacio Felipe - Framer Skills

Course, No-Code Website Development

September 2024 - Present

PM3 - Lovable Workshop

Workshop, Lovable + N8N and AI Agents

September 2025

PM3 - Building AI Agents with N8N

Workshop, N8N and AI Agents

July 2025

FEUX Academy - Figma Pro: Scalable Design Systems

Course, **Figma** and Design Governance

February 2024 - February 2025

FEUX Academy - Figma Pro: The Era of AI + GPT Expert

Course, ChatGPT and Prompt Engineering

April 2023 - October 2023

Lucas Assis - UI Expert

Course, **Figma** and UI Design

November 2021 - February 2022

Google Coursera - Foundations of User Experience Design

Course, User Experience Design

April 2021

PUC - CAMP - Specialization in Interaction Design: UX/UI

Postgraduate program, UX/UI and Product Design specialization

August 2020 - April 2022

FATEC - SO - Systems Analysis and Development

Degree, Systems Analysis and Development

March 2017 - July 2020

Languages

Portuguese (Native)

English (Professional)

Spanish (Professional)

TOOLS

Jira - Notion - **Figma** - Weavy - FigJam - Miro - **Clarity** - **Hotjar** - **Google Analytics** - Trello - Slack - Lovable - AI - Microsoft Office - PowerPoint, Excel - Word - Sketch - Adobe XD - Framer - ProtoPie - UXPin - Maze - **Lookback** - UserTesting - **Dovetail** - Whimsical - Lucidchart - Mural - Zeplin - Storybook - Zeroheight.

HARD SKILLS

Agile Methodologies - Scrum - Kanban - **Metrics** - **KPIs** - Lean Inception - Design Thinking - **Design Systems** - UX Strategy - UX Research - UX Writing - UX Metrics - **UX Analytics** - UX/UI Design - Product Design - Double Diamond - Value Proposition Canvas - Business Model Canvas - Lean - Roadmaps - RICE - ICE - MoSCoW - MVP - MMP - MLP - User Story Mapping - Release Planning - OKRs - CAC - LTV - Churn - Retention - **NPS** - APIs - Webhooks - Stakeholder Mapping - Product Storytelling - Business Mindset - Product Culture - CRO - A/B Testing - Heuristic Evaluation - Service Blueprint - Customer Journey Mapping - Information Architecture - Interaction Design - Usability Testing - Design Tokens - Componentization - Design Ops