

DIEGO SONODA

UX & Product Designer | Conversion & CRO | Brazil x Australia

+55 11 94453-1104 | diego.sonoda@me.com

linkedin.com/in/diego.sonoda | Portfolio | São Paulo, Brazil

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



SUMMARY

UX & Product Designer with a sales background. I design with conversion in mind. Recent work spans SaaS website redesign that aligns every product feature with its messaging, plus conversion-focused sites, driving a 27% increase in qualified leads and helping secure a contract worth over AUD \$500K. Master's in Information Systems and 7 years studying and working in Australia. Fluent in English and Portuguese.

EXPERIENCE

UX & Product Designer (Founder)

Sonoda Creative

Mar 2023 – Present | Sydney, Australia · Remote

- Redesigned a client's site in Framer/Figma: 8x more weekly submissions after launch, with more in one month than the entire prior year.
- Repositioned the value proposition with founders and built the landing pages and flows that delivered it.
- Run an AI workflow (ChatGPT, Claude) for research, UX copy, and prototyping, shipping faster.

UX & Product Designer (Contract)

TickedOff (Australia)

Feb 2024 – Present | Sydney, Australia · Remote

- Increased qualified leads 27% by redesigning core flows and repositioning the offer.
- Rebuilt core flows for accessibility and consistency, reducing friction along the conversion path.
- Created campaign assets and CTAs aligned to the brand.

Digital Marketing Manager

Worldteam (Australia)

Jun 2023 – May 2025 | Sydney, Australia · Full-time

- Led the redesign that helped secure a contract worth AUD \$500K.
- Built and optimized landing pages and conversion funnels, instrumented with GA4 and Hotjar.
- Aligned value messaging across the funnel with sales and development.

Sales Manager & Co-owner

ASPP TUR

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.

LANGUAGES

Portuguese

Native



English

Advanced / Fluent



SKILLS & TOOLS

Design: User flows, prototyping, design systems, responsive & interaction design, accessibility, CRO

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

AI workflow: ChatGPT, Claude, Figma Make

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

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

Tableau · 2023