

Bruno Dal Ponte Pavei da Silva Product Design | Branding | UI/UX | Service Design |
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Multidisciplinary designer specializing in crafting experiences, with proficiency in product development, brand identity, and service design. Currently expanding my expertise as a Senior Designer at LWSA while actively contributing as a strategic consultant. Passionate about leveraging a robust background in UI/UX, research, and branding to drive the creation of innovative, accessible, and highly impactful digital products.

Professional Experience

Senior Product Designer | LWSA (*Jan 2025 – Present*)

- Lead end-to-end design initiatives for digital products, ensuring high-quality user experiences and cohesive brand integration using Figma.
- Collaborate with cross-functional teams of developers and product managers to drive strategic design decisions and optimize user journeys, elevating visual product standards and efficiency.

External Instructor | Alura (*2024 – 2025*)

- Developed and taught comprehensive courses focused on Design Systems and User Interface (UI) to an audience of 5000+ students.
- Created educational content, scripts, and hands-on exercises tailored for practical learning, achieving an average student satisfaction rating of 94%.
- Produced 30 high-quality video lessons to mentor and train upcoming designers in the tech industry.

Strategic Consultant (*2023 – Present*)

- Develop strategic positioning for brands and products across various lifecycle stages, from initial launch to market repositioning.
- Define verbal and visual identities strictly aligned with core business objectives, increasing client market engagement.
- Conduct in-depth diagnostics and provide actionable recommendations for brand and product strategies.

Freelance Designer (*2018 – Present*)

- **Service Design & UX:** Conduct structured user research, interviews, and market analysis for over 50 clients; translate data into personas, archetypes, and user journey maps to optimize customer experiences.
- **Brand Management:** Formulate business and brand strategies, defining positioning, verbal identity, and core values. Design comprehensive visual identities (typography, color palettes, iconography) and guidelines.
- **Product Design & UI:** Structure information architecture and user flows for intuitive navigation; develop wireframes, high-fidelity interfaces, and scalable Design Systems using Figma and Framer.

- **Prototyping & Testing:** Validate concepts through interactive prototyping and rigorous user testing, reducing post-launch design revisions.

Researcher | Designlab UFSC (2021 – 2024)

- Conducted academic research focusing on product design, branding, service design, and gaming, publishing articles and reports.
- Acted as a teaching assistant for design disciplines and developed supplementary educational materials.

Creative Director | Legado Comunicação (2021 – 2022)

- Led the creation and management of visual identities, advertising materials, and digital campaigns.
- Directed the creative team, reviewed graphic materials, and presented proposals to clients.

Researcher | LOD UNISATC (2018 – 2020)

- Conducted studies on brand building, brand management, and market positioning.
- Developed visual and strategic solutions for internal laboratory initiatives and collaborated on experimental design projects.

Education

- **Master's in Design** – Universidade Federal de Santa Catarina (UFSC) (2021 – 2024)
- **Bachelor's in Design** – UNISATC (2017 – 2020)
- **Technologist in Design** – UNISATC (2015 – 2016)

Skills & Tools

- **Design Disciplines:** UI/UX, Product Design, Service Design, Branding, Design Systems, Information Architecture, Prototyping.
- **Design & Prototyping:** Figma, Framer.
- **Visual & Illustration:** Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- **Motion & Video:** Adobe After Effects, Premiere.
- **Development & Productivity:** HTML, CSS, Notion, Obsidian.
- **Languages:** Portuguese (Native), English (Fluent), Spanish (Basic).

Projects, Courses & Publications

- **Portfolio:** Full practical projects and case studies available at www.brunopavei.com
- **Highlighted Projects:** Deckit (Event organization app for card games); Playful Tool for Archetypal Meaning.
- **Courses Authored:** *Design System: Designing and Building Components (Alura)* – Focuses on identifying and developing modular components, micro-interactions, and digital interface integration.
- **Academic Articles:** *Interface and Experience in Mobile Management, Digital Narrative, Playful Tool for Brand Management.*