

JOVI DEPINÉ

João Vitor Depiné da Luz

PRODUCT DESIGNER

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SUMMARY

- Product Designer and Head of Product with 3+ years of experience leading digital transformation in SaaS, Web3, and Legal Tech.
- Currently leading a team of 5 members for an AI-powered video assistance product serving 2,000+ users across Brazil.
- Specialized in creating data-driven solutions that drive significant business impact, including saving \$2M+ in legal fees through innovative product development.
- Proven track record of increasing revenue by 40% through AI-powered solutions and growing user bases by 3x through user-centric design.
- Recently completed a Postgraduate degree in UX & Digital Product Design from PUC Minas (May 2024)

PROFESSIONAL EXPERIENCE

Nuvidio

Belo Horizonte, MG, Brazil

Head of Product

Apr 2024 – Present

Nuvidio is a Brazilian SaaS startup specialized in video assistance services that secured over \$10M in 3 rounds of funding. The company has ~40 employees, ~\$5 million in annual revenue, focused on AI video solutions since April 2024.

- Reported directly to the CEO and was responsible for the entire lifecycle of 3+ products.
- Managed and provided leadership for a remote team of 5 professionals. Maintained 100% team retention and coached 1 direct report into a promotion.
- Created and managed the AI division of the company, creating products that found product-market-fit in less than 3 months and generated a 40% increase in annual revenue.
- Managed, contributed to and prioritized the entire company development backlog, personally leading meetings and discussions with clients, stakeholders and developers.
- Created and led the Product Roadmap for 2024 and 2025 for the company.

Nuvidio

Belo Horizonte, MG, Brazil

Product Designer

Sep 2023 – Mar 2024

Nuvidio is a Brazilian SaaS startup specialized in video assistance services that secured over \$10M in 3 rounds of funding. The company has ~40 employees, ~\$5 million in annual revenue, focused on AI video solutions since April 2024.

- Reported to the Head of Product and was responsible for all user interface and user design demands of the company, deeply integrated into an Agile workflow.

- Reduced critical time-on-task of essential features by >80%, leading to a 74% increase in efficiency and a dramatic cost reduction.
- Created and supported the company's Design System in <3 months, saving the company ~200 hours of labour each year.
- Developed more than 50 interfaces and designs for different tasks and products, increasing development efficiency by ~40% through A/B Testing and data-driven design decisions.
- Designed user flows and journeys directly with clients and ensured accessibility standards, leading to an overall 30% increase in user satisfaction with our deliverables.

GoodGame Labs

São Paulo, SP, Brazil

Product Designer

Jun 2023 – Mar 2024

GoodGame Labs was a global web3 startup focused on crypto staking for gaming applications that secured ~\$2M in 2 rounds of funding.

- Reported directly to the COO and was responsible for managing the entire product lifecycle.
- Helped the company find product market fit, which led to a 350% user base growth in <6 months.
- Developed the company's Design System, increasing development efficiency by 60%.
- Conducted 8 user interviews which revealed major product flaws, in turn growing sales by 140% by repurposing old features and better developing the user flows and journeys.
- Developed two products, from conception to launch, which helped the company secure another round of funding of \$1M.

Dias Costa Advogados

Nova Lima, MG, Brazil

Product Designer

Jul 2022 – May 2023

Dias Costa Advogados is a Brazilian law firm focused on innovation and banking operations, with around ~100 employees and estimated ~\$10 million in annual revenue.

- Solely responsible for the Banking Innovation team, reported directly to the COO and was responsible for creating innovative solutions to deal with over 10,000 lawsuits our clients were facing through innovative Design Thinking and Lean UX methodologies.
- Implemented Python-based automation to sort lawsuits and increase team efficiency, reducing errors and time to answer to <1% in <6 months, saving the company around \$500k annually.
- Monitored lawsuit data to create preventive solutions, avoiding more than 2,000 from being filed and saving our clients more than \$2M in legal fees.
- At the end of 2022, the law firm was awarded the "Strategic Partner Prize" due to the contributions of the Banking Innovation Team, with a significant cash reward and prestige.

EDUCATION

PUC Minas, *Postgraduate Degree in UX & Digital Product Design*

2023 – 2024

PUC Minas, *Bachelor of Law*

2017 – 2022

TECHNICAL SKILLS

Design: Figma, Sketch, Adobe Suite; **Research & Analytics:** Maze, Clarity, Hotjar; **Collaboration:** Slack, Miro, Jira; **Methodologies:** Design Thinking, Lean UX, Agile; **Languages:** Portuguese (Native), English (Fluent)