

# NATHAN SOUZA

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JUNDIAÍ, BRAZIL

## PROFESSIONAL SUMMARY

I am a Product Design Lead with 15 years of experience in digital products, specializing in B2B SaaS, complex web apps, and design systems. At Alura, I scaled the design team from scratch, founded our first integrated product and design department, and collaborated closely with the founding and executive teams. I also spent a year in a dual Lead Designer and PM role, which taught me how to align user experience directly with business metrics. My background combines interface design with hands-on front-end development, allowing me to design and build cohesive products from 0 to 1 across brand, strategy, and interface craft. I want to bring this mix of strategic design and technical execution to an ambitious B2B FinTech founding team.

## CORE COMPETENCIES

B2B WEB APP DESIGN	0 TO 1 PRODUCT STRATEGY	BRAND & VISUAL IDENTITY
DESIGN SYSTEMS AT SCALE	FRONT-END ALIGNMENT	STAKEHOLDER MANAGEMENT
RAPID PROTOTYPING (FIGMA)	AI-AUGMENTED WORKFLOWS	

## WORK EXPERIENCE

**Alura** JAN 2021 - JUN 2026

### PRODUCT DESIGN LEAD & PRODUCT MANAGER

- Product area founding:** Established and structured the company's first formal Product and Design department, introducing systematic discovery practices and scaling the design team from scratch.
- Design system & rebranding:** Initiated and led the development of a unified cross-company Design System to support a corporate rebranding, streamlining design-to-code alignment and reducing front-end inconsistencies by 30%.
- Product management (Accumulated PM role during 2022):** Took ownership of product strategy, backlog prioritization, user story definition and C-level stakeholder management for core B2C/B2B SaaS platforms.
- AI workflow integration:** Integrated AI-augmented tools into the design and learning workflows, developing custom Figma plugins and automated user feedback classification dashboards to accelerate product delivery.
- Leadership mentorship:** Mentored and trained design and product leads, including the successful transition of 2 team members into AI Tech Lead and Product Manager positions.

**Alura** AUG 2018 - JAN 2021

### SENIOR UX DESIGNER

- Scalable UX workflows:** Led end-to-end user research, information architecture and high-fidelity interactive prototyping for the core learning platform, serving millions of active users.
- Cross-functional collaboration:** Partnered closely with Product Managers and Engineering leads to implement agile design processes, ensuring design feasibility and reducing development cycles.
- User-centered discovery:** Conducted discovery sessions and usability testing to validate product features and address user friction points prior to production.

**Alura** FEB 2015 - AUG 2018

### UX AND FRONT-END INSTRUCTOR AND DEVELOPER

- Educational development:** Created and taught UX design and front-end development curricula, training thousands of students while maintaining internal student-facing web interfaces.
- Interface development:** Developed and optimized front-end interfaces using HTML, CSS and JavaScript, ensuring responsive design and accessibility standards.

## Dicas UX

AUG 2019 - PRESENT

### UX CONSULTANT (FREELANCE)

- Provided usability consulting for digital platforms across various industries.
- Supported early-stage startups in improving flows and integrating design into their dev process.

## Masterdom Consultoria

MAR 2013 - DEC 2014

### FRONT-END DEVELOPER AND WEB DESIGNER

- Designed and maintained web properties, focusing on UI reliability and consistency.

## CPM Braxis Capgemini

MAR 2012 - MAR 2013

### UI DESIGNER AND FRONT-END DEVELOPER

- Developed visual guidelines and implemented front-end interfaces for enterprise clients.

## Indra

JUN 2010 - MAR 2012

### WEB DESIGNER

- Created layouts and maintained digital channels for large-scale enterprise projects.

## FIAP

APR 2009 - JUN 2010

### DIGITAL DESIGNER

- Designed visual communication and animations for internal systems.

## SELECTED PROJECTS

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### CROSS-COMPANY DESIGN SYSTEM

DESIGN SYSTEMS

Initiated and coordinated the cross-company committee to unify the corporate design system across multiple SaaS B2B platforms, ensuring visual consistency, structuring component governance, and accelerating new product iteration cycles.

### AI-GENERATED FIGMA PLUGIN

AI & PROTOTYPING

Developed a custom Figma plugin using LLMs to structure interface data and export design tokens in JSON format directly into front-end code, optimizing engineering handoff and eliminating implementation errors.

### AI FEEDBACK DASHBOARD

AI WORKFLOWS

Designed and implemented an automated user feedback classification dashboard using language models to process qualitative NPS comments, facilitating structured product backlog prioritization.

## EDUCATION

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### POSTGRADUATING IN AI FOR BUSINESS

2026 - 2027

FIAP

### POSTGRADUATE CERTIFICATE IN PRODUCT MANAGEMENT AND GROWTH

2023 - 2024

FIAP

### BACHELOR'S DEGREE IN DIGITAL DESIGN

2008 - 2011

Centro Universitário Anhanguera

## CERTIFICATIONS

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### DESIGN LEADERSHIP

HTML5, CSS3 AND JAVASCRIPT PROGRAMMING

### PRODUCT MANAGEMENT

ADOBE CERTIFIED SPECIALIST | PHOTOSHOP CC

## SKILLS

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**DESIGN & SYSTEMS:** Design systems, design-as-code workflows, Figma (variables, component libraries, branching), UX/UI, information architecture, high-fidelity prototyping, design ops, rapid prototyping enablement.

**DEVELOPMENT & AI:** HTML5, CSS3, JavaScript, front-end engineering alignment, AI-augmented design workflows (Figma plugins, custom automation, LLM tools).

**LEADERSHIP & PROCESS:** Design leadership, team mentorship, resource allocation, project prioritization, product discovery, product management (backlog management, user story mapping), agile delivery.

**LANGUAGES:** Portuguese (Native), English (Full Professional Proficiency).