

# Nathan Souza

Product Design Lead

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## Summary

I lead product design with one foot in strategy and the other deep in the details. I like messy problems, the kind that start as vague ambitions and end as something we can actually ship and measure.

Most of my work sits at the intersection of product and engineering. I enjoy getting into system logic, edge cases and state-based flows early, so we don't discover the hard parts a week before launch. I translate technical constraints into product decisions instead of pretending they don't exist.

Over the past few years, I've worked closely with engineers to evolve our design system, not as a side project, but as infrastructure. I also experiment a lot with AI tools and rapid prototyping to test complex ideas quickly, using mostly Copilot, Windsurf and Codex.

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## Professional experience

### Product Design Lead

Alura | Jan 2021 - present

I lead design across Alura's SaaS education platforms. My role shifts between strategy, hands-on product work, and developing other designers.

- Partner with engineering from discovery to delivery, reducing rework by clarifying rules, states, and edge cases before development
- Turn abstract business goals into scoped product bets with clear success criteria
- Integrate AI into design and product workflows to automate repetitive tasks and accelerate validation
- Lead cross-functional discovery with business, data, content, and engineering
- Co-evolve the design system with engineers, focusing on scalability and reducing friction between Figma and code
- Mentored two designers into product leadership roles, working closely on prioritization and decision-making
- Prototype complex flows in Figma, including edge cases and conditional logic, before implementation

- Stay embedded in agile cycles to keep strategy grounded in delivery
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## UX Designer

Alura | Aug 2018 - Jan 2021

- Conducted qualitative and quantitative research to shape product direction
  - Translated research into flows, wireframes, and interactive prototypes
  - Designed accessible interfaces with strong emphasis on clarity and usability
  - Worked side by side with product managers and engineers in iterative cycles
  - Used usability testing and information architecture to support decisions
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## UX & Front-end instructor and developer

Alura | Feb 2015 - Aug 2018

- Created UX and front-end educational content for online and in-person courses
  - Designed and implemented interfaces for internal and student-facing platforms
  - Structured personas and information architecture to guide product decisions
  - Ran usability tests with real users to validate improvements
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## UX Consultant

Dicas UX | Aug 2019 - present (freelance)

- Provided usability and product consulting for digital platforms across different industries
  - Helped teams clarify positioning, simplify flows, and improve decision-making
  - Designed UI solutions and guided integration between design and development
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## Front-end developer & Web designer

Masterdom Consultoria | Mar 2013 - Dec 2014

- Designed and maintained web platforms for internal teams and clients
  - Collaborated with developers to improve UI consistency and reliability
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## UI Designer & Front-end developer

CPM Braxis Capgemini | Mar 2012 - Mar 2013

- Developed UI components and visual guidelines for internal and client projects
  - Implemented front-end interfaces and reviewed design quality across screens
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## Web designer

Indra | Jun 2010 - Mar 2012

- Designed layouts and maintained enterprise websites
  - Delivered updates and ensured visual consistency across digital channels
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## Digital Designer

FIAP | Apr 2009 - Jun 2010

- Designed layouts, newsletters, and animations for internal communication
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## Education

FIAP

Postgraduate Certificate in Product Management & Growth | 2023 - 2024

Anhanguera University Center

Bachelor's Degree in Digital Design | 2008 - 2011

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## Skills

Product design leadership

Discovery and requirements definition

Technical collaboration with engineering

Complex workflow and state design

Design systems

AI-assisted UX

Low-code prototyping

Agile product delivery

Advanced Figma

Cross-functional facilitation

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## Languages

Portuguese - Native

English - Full professional proficiency

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## Certifications

AI & No-Code Solutions

Product Management

Design Leadership

Adobe Certified Specialist - Photoshop CC

HTML5, CSS3 & JavaScript Programming