

## Contact

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(LinkedIn)

[www.designernatan.com.br](http://www.designernatan.com.br)  
(Portfolio)

[www.dicasux.com.br](http://www.dicasux.com.br) (Blog)

## Top Skills

Design de produtos

Experiência do usuário (UX)

Gestão de produtos

## Languages

Português (Native or Bilingual)

Inglês (Full Professional)

## Certifications

Product Management - PM3

Design Leadership

Certified Scrum Product Owner®  
(CSPO®)

## Publications

Sass - Aprendendo pré processadores CSS

Dicas rápidas de usabilidade mobile e web - 32ª SECComp

Bootstrap 4 - Conheça a biblioteca front-end mais utilizada no mundo

# Natan Souza

Product Design Lead | UX Consultant

São Paulo, São Paulo, Brazil

## Summary

Throughout my career as an educator, designer, and leader, I have worked on projects focused on the continuous improvement of user experience (UX). I have taught both online and in-person to thousands of students and professionals from various companies and teams.

My experience leading teams and making strategic decisions in product design, especially in the EdTech sector, has given me a deep understanding of UX challenges and needs. In addition to ensuring the technical feasibility of projects, I focus strongly on product strategy and business impact (if we should build it), integrating these decisions with product management—essential in leadership roles.

At Alura, I directly contributed to a 90% improvement in user experience, increasing student retention and engagement by 80% over the past few years. This impact came from user-centered strategies, a focus on usability, and the integration of product metrics. I have experience in dynamic and highly innovative environments, where I lead teams focused on strategic solutions that drive both user experience and business success.

In addition to my role as a people manager and Product Designer, I am the author of two front-end books (Sass and Bootstrap) and create content for the Dicas UX blog. I am an AI and new technologies enthusiast, applying them in professional contexts to improve user experience and collaborating with multidisciplinary teams on innovative initiatives. I continuously explore the possibilities of AI in product design to transform how digital educational products are built and optimized.

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## Experience

## Alura

9 years 9 months

### Product Design lead

January 2021 - Present (3 years 10 months)

- Strategic Leadership in Product Design

As a Product Design Lead, I lead a team of T-Shaped designers focused on innovative solutions that enhance user experience and drive business results. I promote team development and encourage critical thinking in UX, usability, and product design. Achieved a 90% improvement in the student experience at Alura through usability strategies and product metrics.

- Founder of the UX team at Alura

I founded and developed the UX team at Alura, starting solo and scaling it to a team of seven designers. Our product-focused approach significantly improved student satisfaction and platform usability, adding value for both users and the company. I adapted design strategies to meet personalization, scalability, and accessibility demands in the EdTech sector, ensuring effective solutions for students with diverse needs.

- Leadership by example

My leadership style is hands-on and results-driven, removing obstacles, aligning expectations, and staying close to the team. By implementing tools like Framer and Figma, I optimized design processes, increased team autonomy, and reduced lead time by 80%.

- Artificial Intelligence Enthusiast

I actively participate in Alura's AI initiatives and am a strong advocate for the technology. I believe in AI's potential to transform user experiences and positively impact people's lives. Although I have no direct experience with machine learning, I collaborate closely with specialists in the field and stay updated on new technologies to apply innovative solutions in design.

- Strategic Design decisions

I lead design decisions in the early stages of complex projects, ensuring a balance between user needs and business objectives. I conduct user research and usability testing to inform design decisions and ensure that solutions meet stakeholder expectations.

## UX Designer

August 2018 - January 2021 (2 years 6 months)

After three years teaching UX and front-end, I transitioned into a full-time role as a UX Designer at Alura/Caelum, focusing on the following areas:

- Conducting qualitative and quantitative research to support design decisions;
- Developing and implementing user experience strategies aligned with product goals;
- Creating dashboards in Data Studio for continuous monitoring of engagement and usability KPIs;
- Prioritizing features and MVPs, defining roadmaps based on user needs and business goals;
- Developing personas to better understand the target audience;
- Designing user interfaces (UI) and layouts with a focus on usability and accessibility;
- Contributing to front-end development to ensure consistency between design and implementation;
- Information architecture, ensuring intuitive and organized navigation;
- Creating high-fidelity prototypes and conducting usability testing with real users;
- Leading the dissemination of UX culture within the company, educating teams on the importance of user-centered design;
- Delivering internal presentations to stakeholders;
- Participating as a speaker in UX events and meetups;
- Creating B2B products and dashboards for corporate solutions.

Developer and instructor of UX and front-end  
February 2015 - August 2018 (3 years 7 months)  
São Paulo Area, Brazil

I worked as an instructor for both in-person and online courses focused on front-end and UX at Alura / Caelum. In addition to teaching, I was responsible for:

- Creating online and offline educational materials (new courses, posts, guides);
- Designing user interfaces (UI) and layouts;
- Front-end development with a focus on best practices and usability;
- Structuring information architecture for websites and applications;
- Developing personas to guide design decisions;
- Conducting usability tests with real users to validate products.

Dicas UX

## UX Consultant

August 2019 - Present (5 years 3 months)

- Customer prospecting
- Usability and product consulting
- UI projects

## Masterdom Consultoria e Informática Ltda

Front end / web designer

March 2013 - December 2014 (1 year 10 months)

Creation and general web maintenance, design consultancy for internal teams, assistance to the development team on the pages creation. Use of techniques of web performance, use of Git (Bitbucket) and Grunt.

## CPM Braxis Capgemini

UI Designer and Front-end developer

March 2012 - March 2013 (1 year 1 month)

Definition of visual patterns / styleguide, UI development (front-end and design), updates and general maintenance.

## Indra

Web designer

June 2010 - March 2012 (1 year 10 months)

Layout design, updates and general maintenance of sites.

## FIAP

Digital designer

April 2009 - June 2010 (1 year 3 months)

Sites updates, newsletters creations, animations for the internal TV system of the company. Skills achieved: basic After Effects and Premiere.

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## Education

### FIAP

Product management & growth hacking · (September 2023 - September 2024)

### Centro Universitário Anhangüera

Bacharelado, Digital Design · (January 2008 - December 2011)