Natan Souza

Product Designer

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Summary

I am a Product Design Lead with a background that combines design, product strategy, and deep technical collaboration. I focus on turning complex, open-ended problems into clear, testable product solutions. I work closely with engineering to define requirements, validate feasibility, and simplify technical constraints into intuitive user experiences.

I am highly comfortable working with system logic, detailed flows, and state-based interactions, always balancing stakeholder needs with fast delivery.

Recently, I worked closely with the development team to structure and evolve our Design System.

I continuously seek efficiency by using rapid prototyping and advanced tools (including AI assistants) to validate and iterate quickly on high-complexity components.

Professional Experience

Product Design Lead

Alura | Jan 2021 - Present

- Lead the product design team across SaaS education platforms, balancing strategic decisions with hands-on product work;
- Work closely with engineering to turn complex problems into viable solutions, reducing rework and speeding up delivery;
- Bring AI into daily design and product workflows to automate processes and optimize team time;
- Lead discovery with business, data, content, and engineering to turn abstract ideas into clear, executable outcomes;
- Evolve Alura's design system with engineering, ensuring consistency, scalability, and less friction between design and code;
- Developed two new product leaders, working closely on prioritization, decision-making, and impact assessment;

- Rapidly prototype in Figma to validate flows, edge cases, and rules before development;
- Act directly in the agile cycle to ensure ideas move into delivery within short sprints.

UX Designer

Alura | Aug 2018 - Jan 2021

- Conducted qualitative and quantitative research to identify user needs and inform product direction;
- Translated insights into wireframes, flows, and interactive prototypes in Figma;
- Designed accessible user interfaces with strong focus on usability, clarity, and interaction quality;
- Worked closely with product managers and engineers in iterative development cycles;
- Applied user research, information architecture, and usability testing to guide decisions.

UX & Front-End Instructor and Developer

Alura | Feb 2015 - Aug 2018

- Created online and offline educational content for UX and front-end topics;
- Designed and implemented user interfaces for internal and student-facing platforms;
- Structured information architecture and personas to guide product decisions;
- Conducted usability testing with real users to validate improvements.

UX Consultant

Dicas UX | Aug 2019 - Present (Freelance)

- Provided usability and product consulting for digital platforms across different industries;
- Designed UI solutions and guided clients on integrating design into their development process;
- Supported early-stage teams in improving flows, usability, and product clarity.

Front-End Developer & Web Designer

Masterdom Consultoria | Mar 2013 - Dec 2014

- Designed and maintained web properties for internal teams and clients;
- Collaborated with development teams to improve UI reliability and consistency.

UI Designer & Front-End Developer

CPM Braxis Capgemini | Mar 2012 - Mar 2013

- Developed visual guidelines and UI components for internal and client projects;
- Implemented front-end interfaces and ensured design quality across all screens.

Web Designer

Indra | Jun 2010 - Mar 2012

- Created layouts and maintained websites for enterprise clients;
- Delivered updates and ensured consistency across digital channels.

Digital Designer

FIAP | Apr 2009 - Jun 2010

- Designed layouts, newsletters, and animations for internal communication systems.

Education

FIAP
Postgraduate Certificate in Product Management & Growth | 2023 - 2024

Anhanguera University Center
Bachelor's Degree in Digital Design | 2008 - 2011

Skills

- Product Design Leadership
- Requirements Discovery
- Technical Collaboration
- Complex Workflow Design
- Design Systems

- AI-Assisted UX
- Low-Code & No-Code Prototyping
- Agile Delivery
- Advanced Figma
- Cross-Functional Facilitation

Languages

- Portuguese - Native
- English - Full Professional Proficiency

Certifications

- Adobe Certified Specialist - Photoshop CC
- Design Leadership
- HTML5, CSS3 & JavaScript Programming
- Product Management