Daniel Costa | Product/UX Designer

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Professional Summary

Product Designer with 4+ years of experience in UX/UI, user research, and product strategy for web and mobile platforms, especially SaaS in public, educational, and social contexts. Work across the full design cycle, from discovery to handoff and validation, with a solid background in Design Systems, information architecture, and accessibility (WCAG). Work in A/B test analysis, with the creation and management of a research repository that informs new marketing strategies and more effective lead-capture and sales pages. Experience building products from scratch and working in agile, multidisciplinary teams, with measurable impact on conversion, usability, and retention.

Work Experience

Web Designer IV (CRO) — China Gate (Apr 2026 – Present)

- Structuring of an ongoing A/B testing program with multiple metrics (visual, behavior, lead quality via Microsoft Clarity, Gravity Forms, and Google Analytics).
- Creation of an A/B test insights repository that supports marketing strategies and the creation of more effective sales and lead-capture pages.
- Leading discovery and landing page design for multiple marketing campaigns, focused on conversion funnel and hypothesis validation.
- Prototyping in Figma and development in Elementor/WordPress, with validation rounds with the marketing team (strategist and graphic designer).

AI Trainer — Micro1 (May 2026 – Nov 2026)

- Evaluation of the aesthetic quality of AI-generated visual artifacts, applying established frameworks (Gestalt, WCAG, Nielsen's Heuristics, CRAP Design Principles).
- Evaluation of AI-generated English text content.
- Writing of structured feedback in English, with quantitative scoring and constructive analysis.
- Certification: UX Designer Interview Certified (Micro1).

Product Designer — Meditação São Paulo (Feb 2026 – Jun 2026 ~ part-time)

- Reduction of the no-show rate at in-person and online events from 75% to 45% through structured product intervention and A/B tests.
- Multi-stage research and design (benchmarking, desk research, persona, information architecture, copywriting, branding, conditional-logic forms) to identify and mitigate the root causes of no-shows.
- Continuous research to improve customers' online and offline journey.

Founding UX/UI Designer — Troupe Tecnologia (Aug 2022 – Jun 2025)

SaaS platforms for Health, Education, and Citizenship (Public Sector)

- Usability improvement of complex flows for multiple user profiles (doctors, nurses, managers, field agents, etc.) across desktop, tablet, mobile, and TV monitors.
- Building of the company's Design System from scratch (foundations, tokens, components).
- Quantitative and qualitative research, including usability tests with real users.
- Structuring of the handoff process between planning and development, increasing accuracy and speed by at least 25%.
- 54+ projects delivered, including 3 products built from scratch.
- Approximate results: +45% overall user satisfaction | +30% average productivity per screen | -30% need for onboarding/training | +50% mobile/tablet adoption by field agents

Founder — E-commerce (Dropshipping) (Dec 2021 – Mar 2022)

- Complete operation of a digital business on Shopify/Cartpanda, including UX strategy, management of paid (Google Ads) and organic (TikTok and Instagram) campaigns, branding, product curation, editorial line, and customer support.

Instructor / Manager — Meditation NGOs (Brazil & Argentina) (2013 – 2021)

- Leading classes, lectures, and workshops in Portuguese and Spanish (3 years teaching exclusively in Spanish).
- Venue management: logistics, people management, and retention and acquisition strategies.
- Development of 6 websites for the organization.
- Interviewed by Folha de São Paulo (print and digital).

Education

- Graphic Design (Tecnólogo) – UNICV (Jul 2022 – Jul 2024)
- Film Directing – UCINE, Buenos Aires (incomplete, 2012)
- Advertising – UNAMA (incomplete, 2010)

Languages

- Português: Nativo
- Espanhol: Fluente avançado
- Inglês: Avançado (B2–C1)

Certifications

Mobile Product Management Certification (UXCam) • Design System (Design Circuit) • 3D Modeling (Design Circuit) • UX Designer Interview Certified (Micro1) • Google UX Design

Professional Certificate • UX Design (Design Circuit) • UI Unicórnio (Leandro Rezende) • Motion Design with Figma (Zero to Mastery) • Generative AI in Education (di.school) • UX Writing (EBAC) • User Experience (FIAP) • Copywriting (Rock University) • Fundamentals of Sustainability and Technology (IBM) • Branding (GINEAD) • HTML – Basic Level (Fundação Bradesco) • No-Code Developer (Comunidade Sem Codar) • AI Fundamentals 2.0 (Data Science Academy) • Security and Best Practices in Projects Built with Vibe Code (Dio)

Tools & Skills

Figma • FigJam • Adobe XD • Framer • Spline • WCAG • Design Systems • Prototyping • Usability Testing • UX Research • A/B Testing • Agile/Scrum • Jira • Asana • Notion • Miro • Maze • Hotjar • Microsoft Clarity • WordPress (Elementor) • Webflow • Wix Studio • Bubble • FlutterFlow • Zapier • Make • Lovable • Base44 • Replit • Bolt.new • Figma Make • Claude • ChatGPT • Gemini • Adobe Creative Suite • DaVinci Resolve • Google Flow • Perplexity • Google Analytics • Gravity Forms