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location: Portugal

Areas of Expertise.

User-Centric Product Design & UX Methodologies +

Product Management +

Product Strategy +

Storytelling +

Presentation & Public Speaking +

Leadership and Team Development +

Teaching +

Tools and skills.

Figma, Sketch, Invision, Principle, Zeplin +

Adobe CC design suite (Illustrator, Photoshop, InDesign) +

Google's, Apple's and Microsoft's office suites (presentations, spreadsheets, text editing) +

Atlassian Product Management suite (Jira, Confluence, Trello) +

Knowledge Management and Comms tools (Notion, Slack, Teams, Google Meets, Zoom) +

Intermediate video editing and animation capabilities +

Sergio Salvador.

Designer. Leader in Product, UX and Design for digital products and services.

About.

A seasoned Designer and Leader who incorporates UX and Design Thinking methodologies into all aspects of digital products and services development. I bring a rich background from diverse settings – including award-winning design agencies, tech giants, and innovative startups – making me a nimble, versatile professional.

I'm a system-level design thinker with outstanding instincts and intuition, guided by sound design principles, genuine user needs, and data-driven insights. I combine that with innovative technologies to achieve the business goals of the present. And to create product visions that bring teams together and shape the future.

I foster strong relationships across various departments and stakeholders (internal or external). Together, we research, design, build and validate solutions that deliver memorable experiences in both digital and physical worlds.

As an empathetic team leader and manager, I have proven experience building and nurturing talented, diverse, and large distributed Design teams. I strongly believe in inspiring and empowering them, providing unwavering guidance and support, and encouraging them to take risks to deliver their most impactful, influential work, every day.

Select clients and projects.

US/Global: Google, Nestlé, FCA - Fiat Chrysler, McDonald's, Honeywell, Zelle, Ebates, AXA XL Group, Enel, Union Bank, CSG Systems International, VTEX.

Latin America: Itaú, Bradesco Seguros, XP Investimentos, Oi, Banco Votorantim, Whirlpool (Brastemp, Consul, Compra Certa), Banco de Bogotá, Banco Davivienda, Banco Popular Dominicano, Suzuki.

Latest professional experience.

VTEX.

Product Design Manager.

Feb 2023 – Jun 2023 // Braga & Lisbon (Portugal)

VTEX is the e-commerce platform for more than 2.400 clients in 38 countries.

As the Product Design Manager, I led a team of 4 designers operating remotely from different locations and time zones (Rio, São Paulo, Lisbon, Braga, and more) in several initiatives for the Merchandising Experience vertical (a B2B context).

Languages.

- Portuguese (native)* +
- English (full professional)* +
- Spanish (basic professional)* +

Education.

Postgraduate certificate: + **Usability and Human- Computer Interaction**

Puc Rio // 2002

Bachelor: Design and Visual Communications +

*Universidade Federal do
Rio de Janeiro // 1993 – 1998*

Collaborating with the Product and Engineering leadership, my responsibilities included:

- + Conceptualize future products and services of the Merchandising Experience vertical by providing a cohesive design vision;
- + Based on user needs and data-driven insights, ensure an exceptional User Experience for all merchants, identifying and correcting discrepancies while finding opportunities to optimize and standardize the experience across different modules;
- + Plan and lead – in collaboration with the UX Research team – product discovery and product validation activities;
- + Assure the quality of the Design artifacts being delivered by the design team;
- + Coach and develop the Design team under my supervision, creating clear goals and growth opportunities for all its members;
- + Assist in establishing objectives for the Design team that align with VTEX's overall business goals and initiatives.

Previous professional experiences.

CSG Systems International.

Senior Product Designer.

Sep 2021 – Feb 2023 // Braga (Portugal)

Jan 2021 – Sep 2021 // Rio de Janeiro, RJ (Brazil)

CSG is a global SaaS company that provides CX, Billing, and Payment solutions.

As a Senior Product Designer, I've joined efforts with colleagues from India, Portugal, Brazil, and USA in several initiatives, working autonomously and defining the next generation of CSG products experience.

My responsibilities included:

- + Based on user needs and data-driven insights, design, document, and articulate the product's interfaces, specs, and behaviors to the product leadership and development teams;
- + Plan and lead UX Research initiatives, including product discovery and validation;
- + Conduct meetings and presentations with internal teams, clients, and third parties, gathering requirements and articulating product design decisions;
- + Support sales teams by providing estimates and work plans for RFPs/RFIs.

Volanty.

Head of Design & UX.

Oct 2019 – Dec 2020 // Rio de Janeiro, RJ (Brazil)

Volanty enabled consumers to make the intelligent choice: purchase excellent quality, reasonably priced used cars instead of brand new ones. The Design & UX team supported this vision by turning the used car ownership journey into a memorable experience through products and services that went beyond the digital.

As Head of Design & UX, I got involved in the digital and physical aspects of the company's operations. My responsibilities included:

- + Based on user needs and data-driven insights, ensure an exceptional User Experience for buyers, sellers, and partners, identifying and correcting discrepancies while finding opportunities to enhance the product and service;
- + Collaborate with CX, Growth, Marketing, and Engineering teams to consistently improve digital and physical initiatives;
- + Plan and lead UX Research initiatives, including product discovery and validation;
- + Plan and lead Service Design ideation sessions to define the blueprint and the user experience of our stores;
- + Contribute to the development of Volanty's upcoming products and services by providing a foundational design vision;
- + Assist Geometry, our brand design partner, in developing Volanty's new brand. This included physical developments such as the interior design of our brick-and-mortar stores;
- + Lead the UX and Design efforts (internal and from our digital design partner, Tropikal) on creating our new digital presence, from user research to concept and implementation;
- + Coach and develop the Product Design (digital products) and the Graphic Design (physical and comms) teams under my supervision, creating clear goals and growth opportunities for all its members.

Huge.

Director User Experience Design.

Feb 2018 – Jul 2019 // Oakland, CA (United States)

Director User Experience Design.

Jan 2017 – Feb 2018 // Rio de Janeiro, RJ (Brazil)

Associate Director User Experience Design.

Feb 2015 – Dec 2016 // Rio de Janeiro, RJ (Brazil)

UX Lead.

Oct 2011 – Jan 2015 // Rio de Janeiro, RJ (Brazil)

Huge is the award-winning Experience Design and Digital Marketing agency that provides strategy, marketing, design, and technology services to Fortune 100 companies.

I've worked in different roles in Brazil and the US for almost eight years with brilliant teams worldwide on 60+ projects and pitches for remarkable Brazilian, Latin American, and global brands.

From UX Lead to Experience Director, from Rio (Brazil) to Oakland (California), my responsibilities included:

- + Lead interdisciplinary teams during projects, going through phases of Discovery, Planning, Designing, Implementation, and Measurement, always combining user needs, data-driven insights, and client's business goals;
- + Deliver astounding presentations and articulate design decisions to clients (from operational staff to the C-Level) in Latin America and the USA, creating strong and long-lasting relationships;
- + Facilitate workshops with third parties and clients;
- + Build, grow, and coach a strong Experience Design team of up to 30 exceptionally skilled design professionals working from three different sites (Rio de Janeiro, São Paulo, and Porto Alegre);
- + Plan and conduct internal and external training sessions on Product Design and UX Methodologies;
- + Along with Huges leadership in Brazil, define strategic goals for the company, and create/follow-up tactical plans to achieve those objectives.

Teacher.

2014 - 2017 // Rio de Janeiro and São Paulo (Brazil)

As an initiative to foster the UX Design scenario in Brazil, I worked as a teacher at the UX Bootcamps promoted by Huges and hosted by partners from the education industry.

- + UX Bootcamp Tramos #2 (São Paulo);
- + UX Bootcamp Tramos #1 (São Paulo);
- + UX Bootcamp IED #2 - Istituto Europeo di Design (Rio de Janeiro);
- + UX Bootcamp IED #1 - Istituto Europeo di Design (Rio de Janeiro);
- + Huges UX - Templo (Rio de Janeiro).

HANZO.

Product Manager.

Mar 2005 – Sep 2011 // Rio de Janeiro, RJ (Brazil)

HANZO is an innovative startup that offered a web-based platform where media companies could configure, deploy, and measure the performance of mobile products that leveraged their content, interacting with their audience in real-time.

These products (like chats, news channels, and games) featured easy-to-use conversational interfaces – delivered via text messages (SMS) – that allowed users to engage in complex and fun mechanics.

As the single Design/Product Management resource in the company, my responsibilities included the following:

- + Based on user needs, data-driven insights, and business goals, create new and engaging products based on conversational interfaces, leveraging our technology and our client's content;
- + Design, document, and articulate the product's interfaces, specs, and behaviors to the company leadership, the development team, and clients;
- + Conduct meetings and presentations with clients and third parties, gathering requirements and articulating product design decisions;
- + Develop the front end of the web-based management tools – using HTML, CSS, and JavaScript – and integrate it with the Java-based template engine (Apache Velocity);
- + Create the conversational interface logic, write, and maintain the messages delivered to the end-users that interacted with the products;
- + Before the establishment of a dedicated QA team, I took responsibility for verifying the accurate implementation of products by the development team;
- + Coach and develop the Product Design/Product Management team;
- + Collaborate with the development team in the adoption of Agile methodologies.

blah!

Associate Product Manager.

Oct 2002 – Feb 2005 // Rio de Janeiro, RJ (Brazil)

Aimed for a younger audience, blah! used TIM Brasil's cellular network to deliver innovative and fun VAS products (text and voice based), which could now be considered the dawn of conversational interfaces.

blah!'s products included ringtones, music downloads, chats, news channels, adult multimedia content, and games.

blah! had a significant presence in Latin America, Asia, and the United States. The responsibility of overseeing these adaptations also fell on the Product department.

My responsibilities as an Associate Product Manager included the following:

- + Based on user needs, data-driven insights, and business goals, create and evaluate (using usability tests with real customers) new and engaging VAS products;
- + Design, document, and articulate product interfaces, specs, and behaviors to the company leadership and the development team;
- + Create the conversational interface logic, write, and maintain the messages delivered to the end-users that interacted with the products in several languages;
- + Before the establishment of a dedicated QA team, I took responsibility for verifying the accurate implementation of the products I was responsible for;
- + Conduct meetings with third parties, gathering or articulating requirements;
- + Coach and develop the Product Management and Experience Design team.

MLab.

Information Architect.

1999 – Sep 2002 // Rio de Janeiro, RJ (Brazil)

When commercial Internet got traction, MLab (later acquired by and renamed Neoris) was one of the first Brazilian digital agencies to serve the country's most valuable brands.

I joined MLab as a Front-end Developer (HTML, CSS, and JavaScript), transitioned to Webdesigner, Team Coordinator, and finally to Information Architect, a brand new profession then.

My responsibilities as an Information Architect included the following:

- + Conduct exploratory meetings with the project's Stakeholders, gathering the requirements for the new websites and cataloging all the necessary content;
- + Design, present, and validate the Information Architecture of the projects through artifacts such as Sitemaps and Wireframes;
- + Follow up the Design and Implementation phases, ensuring the final product was built according to the client's definition and approval.
- + Later in the company, I was promoted to Information Architecture Manager, overseeing the IA team activities.

Public speaking appearances.

- + Fiat Chrysler Design Summit: Huge + FCA in Retrospective // Detroit (USA)
- + EBAC: Inaugural lecture for the Mobile App Design // São Paulo (Brazil)
- + Meio e Mensagem: UX and Conversion // São Paulo (Brazil)
- + e-xperience, opening keynote: Anticipatory Design and the Future of Digital Products // Medellín (Colombia)
- + O Globo, 20 Anos Digital: User Experience and Content Consumption // Rio (Brazil)
- + VTEX Day: Anticipatory Design // São Paulo (Brazil)
- + World Information Architecture Day: Anticipatory Design // Rio (Brazil)