

André Luiz de Freitas Azevedo

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STAFF PRODUCT DESIGNER | DATA, AI, FINTECH

With 12 years of experience in the design field, including formal training in Graphic Design, I'm a Product Designer skilled in User-Centered Design, system thinking, and collaboration. My expertise spans UX research, UX/UI design, and visual design across the fintech, retail, and artificial intelligence sectors in the USA, Mexico, and Brazil. I help teams translate complex business challenges into user-friendly, evidence-based designs that address real user needs.

WORK EXPERIENCE

Blackbird.ai, USA (Remote) - Staff Product Designer (Nov 2022 - Present)

Blackbird provides a B2B AI-powered SaaS narrative intelligence platform that enhances corporate risk management and reinforces trust, and safety within the enterprise's information ecosystem. My key contributions there include:

- Developed feasible solutions that meet user needs and business goals by working closely with Engineering and Product teams.
- Conducted UX research quantitative studies, to gain actionable insights that informed design decisions and product strategies.
- Developed diagrams, journey maps, and user flows to help visualize a systemic relationship.
- Designed wireframes, mockups, and high-fidelity prototypes for rapid feedback collection.
- Utilized usage data and integrated user feedback for continuous product improvement.
- Maintained the Figma design system, ensuring consistency, accessibility, and streamlined design workflows.

Sales Impact Academy, USA (Remote) - Staff Product Designer (Jul 2022 - Sep 2022)

- Partnered with Product and Engineering to design an E-learning web platform to handle all the Sales Impact Academy go-to-market live courses.
- Created a company-level service blueprint to map out the internal areas' relationships with users at different phases, highlighting pain points and transforming them into tangible opportunities.

Bitso, Mexico (Remote) - Staff Product Designer (April 2021 - July 2022)

- Partnered with a cross-functional team to launch the Bitso Card, simplifying crypto-to-fiat transactions at scale for 6+ millions of Mexican users.
- Contributed to the design and UX strategy of a B2B onboarding system at Bitso, focusing on workflow automation and compliance optimization for over 1,900 institutional customers.
- Led and evolved the Product Design Guild, a design team ceremony at Bitso, fostering collaborative exploration and innovative solutions for the Bitso's Product Design discipline within a growing team of 16 product designers.

Mind Tools, Scotland (Remote) - Senior Product Designer (Jul 2020 - April 2021)

- Led the design, in collaboration with a UX Researcher and Product Manager, of a new content editor for [Mindtools](#) (a digital publishing company focused on business management content) that integrates seamlessly with their Learning Management System (LMS).

Arquivei, Brazil - Senior Product Designer (Nov 2019 - Jul 2020)

- Designed the end-to-end onboarding experience for SAAS B2B trial users.

Magazine Luiza/ Luizalabs, Brazil - Senior UX/UI Designer (Jan 2019 - Nov 2019)

- Led end-to-end design of a B2B SaaS platform in a cross-functional environment, shaping product strategy and UX for two core solutions: (1) a Console for hiring on-demand digital and physical services, and (2) an Account Management system enabling organizations to manage users, roles, and access permissions at scale.

ONOVOLAB, Brazil - UX/UI and Service Designer | UX Researcher (March 2018 - Jan 2019)

- Applied design thinking, service design, and UX research to create innovative web and mobile interfaces for fintech and healthcare products.

EDUCATION

Specialization in User-Centered Design: Interaction and Service Design

Positivo University, São Paulo/SP, Brazil (Apr 2016 – Dec 2017)

- A postgraduate course focused on user-centered design principles and the practices of interaction design and service-oriented experiences.

Bachelor of Graphic Design

UNESP - Paulista State University “Júlio de Mesquita Filho”, Bauru/SP, Brazil
(Mar 2007 – July 2011)

LANGUAGE

English | Advanced

Portuguese | Native