

# Eduardo Insaurriaga

eduardoin.com · eduardoin@gmail.com · linkedin.com/in/eduardoin/ · +55 (21) 9 9201 9102

I love solving users' problems with empathy and improving business performance. Passionate about the details, I put my efforts into conception to implementation, while I am always looking for the following steps to build better products and a better society.

As a leader, I am truly dedicated to my team. A diverse and empowered group is the best way to scale meaningful products and improve people's lives. Non-violent communication, collaboration, and autonomy are my favorite ingredients.

My focus has been on digital products since 2002, helping companies deliver great user experiences and positioning them as industry leaders. I'm Brazilian and an EU citizen, open to relocation, experienced in remote contribution and management and currently looking for new challenges.

## Experience

### Design Manager at Nubank

Mar 2022 to Jun 2023 · Rio de Janeiro, Brazil

*Nubank is the leading fintech company in Latin America and the largest independent neobank in the world.*

- Leading the Purchases and Bills design team inside the Bank Account business area. Guiding the vision and design operation of Payments Assistant, a bills automation product that organizes all clients' bills, avoids debt and interest, and helps customers control their financial lives.
- Management and empowerment of product designers, content designers, and UX researchers, considering technical decisions, communication, and career progression.
- Providing design support for technical areas like the CX team and Essential Platforms. Working with stakeholders and leadership from other company areas through collaborative endeavors.

### Sr. Product Designer → Design Manager at VTEX

Apr 2019 to Feb 2022 · Rio de Janeiro, Brazil

*VTEX is the leading commerce platform in Latin America and one of the largest in the world.*

- Accountable for user experience and product decisions of VTEX's POS solution for Latin America, ensuring the clients' omnichannel strategy.
- Accountable for the product design team's hunting and hiring process, refining it, assessing profiles and portfolios, interviewing, selecting candidates, and heading the diversity and inclusion initiatives.
- Part of the product leadership of the Physical Stores Customer Team, balancing product vision and tactical decisions.
- Product designers' management and empowerment, considering technical decisions, communication, and career progression. Collaboration with the VTEX design system.

### Teacher Assistant at Le Wagon

Dec 2019 to Jan 2021 · Rio de Janeiro, Brazil

*Le Wagon is the #1 coding bootcamp in the world, according to Switchup and Coursereport.*

- UX instructor in the Web Development course.

## Design Manager at Descomplica

Mar 2017 to Dec 2018 · Rio de Janeiro, Brazil

*Descomplica is the #1 digital platform for online classes in Brazil.*

- Accountable for the design team, its technical and people management. Responsible for the Business Development and People SLAs. Leader of the branding system implementation.
- Technical and behavioral follow-up and mentoring of product, marketing, motion, and graphic designers. Recruiting and hiring designers, working with the People Team during the hiring process.
- Promoting prototyping culture and pairing with developers. Defining processes, file organization, and documentation. Leading UX workshops and meetings. Implementing user research in the company.

## Sr. UX Designer at globo.com

Apr 2009 to Feb 2017 · Rio de Janeiro, Brazil

*globo.com is the digital side of the largest media company in Latin America.*

- Accountable for wireframes, UI design, user flows, prototyping (low and high fidelity), user tests, creative and concept workshops, and stakeholder presentations.
- Several projects, including websites, hot sites, iconography, global components, CMS, and style guides. Experience in different industries (news, sports, entertainment, and CMS solutions).
- Roadmap planning and prioritization with product owners. Design pairing, other designers' mentoring, coordination of study groups, and organization of internal hackathons.

## Designer at AG2

Oct 2002 to Mar 2009 · Porto Alegre, Brazil

*AG2 was one of the major digital agencies in Brazil, acquired by Publicis Modem Group in 2010.*

- Accountable for UX and UI of websites, hot sites, web games, intranets, extranets, illustrations, iconography, and performance media. Training and mentoring beginning web designers.
- Design delivery for companies such as Embraer, Bradesco, Chevrolet, and C&A.

## Education

### Pontifical Catholic University of Rio de Janeiro

Master of Design (MDes) in persuasion and technology · Rio de Janeiro, 2010-2012

### Federal University of Pelotas

Bachelor in Graphic Design · Pelotas, 1999-2002

### Federal Institute of Education, Science, and Technology of Rio Grande do Sul

College of Industrial Design · Pelotas, 1993-1996

## Main Skills

User Experience · Visual Design

Information Architecture · Hiring skills

Leadership skills · Fast learning

Active listening · Problem-solving

## Languages

**Portuguese** Native proficiency

**English** Professional working proficiency

**Spanish** Limited working proficiency