

Bruno Camarini

Strategic Product & Service Designer

Based in São Paulo, Brazil

Design strategy, research and leadership for complex business challenges.

17+ years of experience across in-house and consulting, national and international.

🌐 Portfolio

🌐 LinkedIn

✉ Email

Experience

NOW
JUN 2025

Act Digital

Strategic Product & Service Designer

Worked across strategic Product Design, Service Design and commercial solutions in both Brazilian and international contexts.

- **Cleantech Group (UK):** worked on a market intelligence platform covering UX Research, Information Architecture, navigation, complex interfaces, Design Systems and the use of Generative AI throughout the design process.
- **Inpasa:** responsible for planning and conducting a Service Design project to modernize Accounts Payable, Accounts Receivable and Treasury, including stakeholder research, process mapping, risks, governance, future-state workflows and prioritized initiatives.
- **Solutions:** supporting the commercial solutions team with proposals, strategic documents and solution design, while contributing to selected critical client initiatives.

APR 2025
NOV 2024

Gowd

Product Design Specialist - UX/UI

End-to-end UX/UI Design across financial products, including banking app.

- Responsible for strategy, user flows, prototyping and delivery across Pix, crypto, payment links and back-office experiences.
- Built and evolved Design Systems to ensure consistency across products and support interface scalability.

SEP 2024
FEB 2019

Catho

Product Design Coordinator B2C | Apr 2023 - Sep 2024

Managed the Product Design team for Catho's B2C Candidate Business Unit, covering web, Android and iOS experiences.

- Planned team priorities and workflow, aligning design activities with product and business strategy.
- Guided and supported UX Research conducted by the design team, contributing to planning, strategy, methodological quality and communication of findings.

Specialist Product Designer, UX/UI Designer | Feb 2019 - Apr 2023

End-to-end Product Design and UX Research across key B2C experiences within the platform.

- Planned and conducted research, usability testing, prototyping, Design System evolution and presentation of findings to teams and stakeholders.
- Worked across acquisition, monetization and candidate experience, covering sign-up, payment, job search, applications and messaging journeys.

FEB 2019
JUN 2018

ContaAzul

UX/UI Designer, User Researcher

Worked on financial and accounting products, with end-to-end experience in UX/UI Design.

- Designed features for financial management, prepayments, loans and bank reconciliation, including prototyping and usability testing.
- Responsible for UX Research strategy, planning and execution, including user research, analysis and presentation of findings.

JUN 2018
JUN 2012

Dextra Digital

UX/UI Designer

Worked across dozens of digital projects and agile teams in multiple industries, with end-to-end experience in UX/UI Design.

- Planned and conducted UX Research, usability testing, journey mapping, metrics analysis and workshops, while supporting business development with product concepts and proposals.
- UI Design and Information Architecture for complex digital products across different platforms and industries.
- **Key projects:** Confidence Câmbio and Enforce / BTG Pactual (financial services), Riachuelo (retail), Kestreaa (international trade), NET (telecommunications) and Waterbit (AgTech, USA).

2012
2009

Earlier experience

StarCorp · Software Developer · Sep 2011 - Aug 2012

- Worked across systems analysis and front & back-end software development.

Trimbo Marketing · Web Designer · Dec 2010 - Sep 2011

- Worked across UI Design, front-end and back-end development for corporate websites, web portals and e-commerce projects.

Propixel Agência Web · Web Designer · Jun 2009 - Feb 2010

- Website development combining UI Design, front-end, back-end development and client support.

Education

Instituto Brasileiro de Tecnologia Avançada - IBTA

Graduation, System analysis and development · 2012 - 2014

Centro de Formação em Psicanálise Clínica

Graduation, Clinical Psychology · 2017 - 2021

Faculdade Politécnica de Campinas (POLICAMP)

Graduation, Institutional Communication · 2009 - 2010

Colégio Politécnico Bento Quirino

High school, Game Design & Development · 2006 - 2008

Languages

English → Full professional proficiency

Portuguese → Native proficiency

Main Certifications

Interaction Design Foundation (IxDF)

→ Generative AI for Design

→ Usability Testing