GABRIEL LOVATO

Senior Product Designer

I'm a Product Designer with over 10 years of experience. Through my work I aim to solve real people's problems by creating well-designed, delightful products that combine research, creativity, iteration, and teamwork.

Work Experience

Jul 2020 – Current

Co–founder, Design and Product @ Dado

Dado (dadohr.com) is an employee experience management platform.

- Led product/UX research, conceptualization, testing and iteration with the goal of finding product-market-fit
- Designed tool from scratch, working with
- Co-responsible for Sales, Customer Success, Marketing, and more

Oct 2020 – Jul 2021

Product Design Lead @ Klarna

Klarna is Europe's largest BNPL app.

- Led the redesign of the B2B self-sign up flow for SMBs, resulting in up to 50% more sign-ups in the US market
- Led UX research and design, and supported product management for B2B account management tool "Merchant Tooling"
- Participated in design hiring and interviewing (50+)

Jun 2018 – Sep 2020

Senior Product Designer @ Small Improvements

Small Improvements is a SaaS Performance Management Platform. I led multiple product design projects and initiatives:

- Conceptualized, designed and planned new Pulse Surveys feature
- Proactively initiated a redesign and rebuild of the Feedback Request feature, resulting in 35% average usage increase
- Introduced and implemented UX best practices, e.g. UX research, interviews , usability tests, product ideation workshops, etc.
- Headed 2 recent design hiring rounds, including writing job ad, interviews and design challenge guides, 30+ interviews

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Skills

UX Design
UI Design
Information Architecture
Responsive Web Design
Native Mobile Design
User Research
User Interviews
Usability Testing
Participant Recruiting
Test Definition
Workshop Moderation

Software

Sketch
Figma
InVision
Zeplin
Adobe Suite
HTML/CSS/JS

Languages

Portuguese (native)
English (fluent)
French (fluent)
German (C1 level)
Spanish (basic)

Jan 2018 – Jun 2018

Senior Product Designer @ Hubrick

Hubrick was an all-in-one social network and media platform.

- Lead Designer on the Social Squad: designed the comments and chat systems, gamification features, interest-based communities
- Introduced user research and usability tests to the company
- Mentored and supported junior members of the team with their design work and career development

Oct 2015 – Dec 2017

Product Designer @ Zalando

Zalando (Mar – Nov 2017)

- Catalog Rebuild: delivered a new responsive design including new mobile UX, responsive images and new interaction patterns which resulted in increased clickthroughs and conversion rates.
- New Navigation: designed multiple iterations of a new global navigation based on qualitative research and A/B testing.

Zalando Brand Solutions (Oct 2015 – Feb 2017)

Brand Solutions was a B2B department dedicated to developing a platform serving tools for brands and marketplace merchants

- User research, ideation workshops, UX and UI design
- Designer on 4 different B2B applications and the overarching "Brand Solutions Center" portal
- Key contributor (design and code) to "Dress Code", the Zalando B2B Component Library and styleguide

Sep 2013 – Oct 2015

Lead Visual Designer @ Fivory

Fivory (now LyfPay) is a french Fintech company. As Lead Visual Designer, I owned the visual design of a B2C mobile app (iOS/Android), a B2B tablet app and a B2B analytics web app.

Jan 2013 – Jul 2013

UI Designer @ Nealite

Nealite (now PWC Digital France) is a UX focused design agency. I worked on user interfaces, styleguides, for many different clients, ranging from startups to corporations.

Education

2011 – 2013

Masters Degree in Digital Media Design

Université Vincennes-Saint-Denis Paris VIII, Paris, France

2009 – 2010

Specialization "Design and Humanity"

Universidade de São Paulo, São Paulo, Brazil

2002 – 2005

Bachelor in Graphic Design

Universidade Federal de Santa Catarina, Florianópolis, Brazil

Recent courses

2020

Human–Centered Service Design

IdeoU

2020

Design Sprint Masterclass

AJ&Smart

2019

Cultivating Creative Collaboration

IdeoU