

Gabriel Lovato

Senior Product Designer

In my work I aim to solve real people's problems through well-designed, delightful products created through research, creativity, iteration, and teamwork.

Work Experience

Jun 2018 – Current

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 a new Pulse Surveys feature, based on continuous user research (upcoming launch Q2/2020)
- Proactively initiated a project to build a new version of the Feedback Request feature, resulting in 35% average usage increase
- Introduced and implemented best-practices-based UX Research, e.g. remote and on-site interviewing and usability tests
- Planned and executed multiple types of product ideation workshops with internal and external participants
- Headed efforts for designers and front-end developers to continuously deliver small and medium usability and interface improvements

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, which previously had never been done in 3 years of existence
- Mentored and supported junior members of the team with their design work and career development

Oct 2015 – Dec 2017

Product Designer @ Zalando

Zalando Online Shop (Mar - Nov 2017)

- Catalog Rebuild Project: delivered a new responsive design including new mobile UX, responsive images and new interaction patterns which resulted in increased clickthroughs and conversion rates.

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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)

- New Global Navigation: designed multiple iterations of a new global website navigation based on qualitative research and A/B testing.
- Was a key contributor to "Shaker", the Zalando Component Library and styleguide. Designed the styleguide website.

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, and usability testing for QUALA, a merchant data quality management application
- Main designer on 4 different B2B applications as well as the overarching "Brand Solutions Center" platform, incl. user research and testing with platform merchants
- 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 major french Fintech company. As Lead Visual Designer, I was responsible for the visual design of a B2C mobile app (iOS/Android), a POS tablet app for merchants and an 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.

Apr 2011 – Sept 2011

Graphic and Digital Designer @ Abril

Abril is the largest publishing group in Brazil. I designed the iPad version of Placar and Runner's World, two leading sports magazines, and setting up processes to connect print and digital formats.

Jun 2006 – Oct 2010

Graphic Designer @ A+ Comunicação

Graphic design and art direction for books and magazines. Buying photography and illustration, briefing and directing commissioned artists and photographers. Directing and supervising typesetters and designers.

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

Design Sprint Masterclass

AJ&Smart

Cultivating Creative Collaboration

IdeoU