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ANDRÉ ABE

PROFESSIONAL SUMMARY

Product Designer with 10+ years leading UX/UI for digital products in tech and startups. Deep experience in agile, design systems, and cross-functional teams, embedding accessibility and usability. Known for strategic thinking and translating business goals into high-quality execution.

PROFESSIONAL EXPERIENCE

Product Owner / Product Designer / Digital Consultant
Freelancer – Remote

2015 – PRESENT

- Designed a tokenization marketplace for MobiUp / Núclea / Santander, from prototyping to stakeholder alignment and MVP delivery (featured in Valor Econômico).

- Conducted and facilitated product ideation workshops, helping clients define business goals, user needs, modules, and roadmaps.

- Created and maintained design systems and requirement documentation for development and QA teams.

- Designed and optimized low-code/no-code interfaces and workflows for SaaS products and corporate solutions.

Product Manager / Product Owner / Creative Director
Freshify.io / Freshinup.com – Madison, WI (Remote)

2015 – 2024

- Managed the full lifecycle of SaaS and B2B solutions, from conception to launch.

- Prioritized backlog, aligned with stakeholders, and led discovery processes.

- Coordinated the productization of our proprietary admin platform, implementing a modular architecture and corporate Design System to increase delivery speed and consistency.
- Developed and facilitated our own Product Ideation Framework, improving scope and accuracy across multiple client projects.

Lead Product Designer
BrightSwipe / BrightCheck – San Francisco, CA (Remote, via Freshify)

2023

- Led the design of a mobile app integrating KYC and background check APIs.

- Defined data flows and identified edge cases in collaboration with technical teams.

- Documented and monitored development and QA, ensuring compliance with business goals, user experience, and app store guidelines.

- Contributed directly to MVP launch and strategic roadmap, driving startup funding and growth.

Lead Product Designer
Food Fleet – Los Angeles, CA (Remote, via Freshify)

2019 – 2022

- Owned the end-to-end design process for a custom event and food truck management system.

- Created user journeys, high-fidelity prototypes, and a modular Design System.

- The project contributed to the company's acquisition by Compass Group.

Head of Digital Design
Symbia Business Marketing – São Paulo, SP

2012 – 2015

- Managed B2B digital projects, implementing internal process improvements that reduced design and development costs by up to 50%.

- Led a multidisciplinary team delivering projects for clients across sectors, including Cargill, Votorantim, and Fundação Lia Maria Aguiar.

Senior Art Director / Creative Consultant
Tugare / Drucker-CDM – São Paulo, SP

2009 – 2012

- Created campaign concepts for clients in the healthcare sector, including Nestlé and Bayer.

- Participated in competitive pitches that resulted in new client acquisitions.

Senior Art Director / UX Consultant
Mojo — São Paulo, SP

2010 — 2012

- Led design projects for clients such as Banco Santander, Museu do Futebol, and SPTuris.

- Supervised and mentored junior designers and copywriters.

- Developed UX flows and interactive prototypes for digital campaigns and branded experiences.

EDUCATION & CERTIFICATIONS

Professional Scrum Master I — *Scrum.org*

User Experience Design — *General Assembly (San Francisco, CA)*

BA in Advertising — *ESPM (São Paulo, SP)*

Additional training / workshops: Creative Entrepreneurship, UX Research, and Design Thinking

TOOLS & SKILLS

Design & Prototyping:
Figma · FigJam · Adobe XD · Photoshop · Illustrator · After Effects · InDesign

Analysis, Workflows & Automation:
Airtable · Notion · Zapier · Miro · Trello · Maze · Hotjar · Google Analytics

Core Competencies:
Design Systems · Responsive Design · UX Research · Prototyping · Accessibility (WCAG) · Usability Testing · Workflow Automation · Product Strategy

Methodologies & Collaboration:
Agile / Scrum · Stakeholder Management · Cross-functional Team Leadership · UI Technical Documentation

Languages:
Fluent in English and Portuguese

PUBLICATIONS

UX Collective (Medium): Defining target audiences on an enterprise CMS

Portfolio: andreabe.com

Note: A significant portion of my most relevant projects are protected by NDAs and cannot be shared publicly. However, I can discuss them and share my screen during a technical interview. **Thank you!**