

# Cadu Dantas

## Product Designer · UX/UI Designer

Carlos Eduardo da Silva Dantas Rocha

Brasília, DF, Brazil · +55 (61) 98245-1062 · cadudantasr22@gmail.com

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Product Designer with over 10 years of experience in design and B2B/B2C digital products. End-to-end work, from discovery to interface delivery, connecting business needs, research and user experience. Experienced in complex institutional environments and multidisciplinary teams. UX Certified by Nielsen Norman Group.

## Professional experience

### Product Designer

Fundação Banco do Brasil / G4F · Brasília, Brazil | Aug 2026 - present

Working with the Agile Process Modernization team on the user experience of the new Project Management System (SGP) and its integration with the institutional ERP.

Conducting discovery, interviews, workshops, and journey and process mapping; translating needs into flows, wireframes, prototypes and experience requirements.

Facilitating glossary workshops, identifying data gaps and structuring management information. Benchmarking ERP solutions for fit, integration, usability, scalability and risks.

Collaborating with social development, back-office, finance, technology and project management stakeholders; supporting the SGP/ERP model definition and modernization priorities.

### UX/UI Designer

Câmara dos Deputados / Basis Tecnologia · Brasília, Brazil | Apr - May 2026

Worked within the Technology and Innovation Directorate on complex internal solutions: system updates, dashboards, chatbots and UX writing.

### UX/UI Designer and Art Director

Freelance · Brasília, Brazil / Remote | Mar 2022 - Mar 2026

Delivered end-to-end projects for hospitality, construction and import businesses, including digital interfaces, prototypes, brand redesigns, chatbots and UX writing.

### Product Designer III

Run2Biz · Texas, USA / Remote | Jun - Dec 2023

Conducted research and interviews; designed flows, information architecture and high-fidelity Figma prototypes for a marketplace. Collaborated with developers in agile squads; created the visual identity and initial Design System.

**Publishing flow: 12 → 7 steps (-42%) · Prototype test conversion: +56%**

**WCAG AA · SUS Score: 78/100**

## Professional experience

### Product Designer II

Infleux · São Paulo, Brazil / Remote | Apr 2021 – May 2022

Led UX initiatives for a B2B/B2C marketing platform: mobile app, web features, Design System, UX writing and internal tools. Worked with Webflow, visual identity and communications.

**Engagement: +20% · Internal finance platform replaced 4 tools**  
**Software costs reduced by 95%**

### Product Designer I

Wiz Soluções · Brasília, Brazil | Jan – Oct 2020

Designed digital financial-sector products focused on UX, accessibility and gamification: a rewards platform, lead referral system, chatbots, interviews and usability tests.

**Insurance referral process: 40% reduction in operational time**

### Art Director III / UI Designer

Agência Moringa · Brasília, Brazil | Aug 2017 – Dec 2020

Created campaigns and digital experiences for Uber, Sebrae Nacional, Sicoob, Yourbest and OAB. Art direction, landing pages, email marketing, key visuals, social media, visual identities and motion graphics.

## Skills

**UX and product:** Discovery, UX strategy, Design Thinking, information architecture, journeys, usability testing and accessibility.

**Design and research:** Design Systems, wireframes, prototyping, UX writing, branding, interviews, workshops, synthesis and prioritization.

**Methods and data:** Agile, Design Sprint, Double Diamond, facilitation, stakeholders, documentation, Hotjar, Google Analytics and information visualization.

**Tools:** Figma, FigJam, Miro, Notion, Webflow, Microsoft 365 and Adobe Creative Cloud (Photoshop, Illustrator and After Effects).

**AI in design:** ChatGPT, Claude, Gemini, NotebookLM, Figma AI and prompt engineering.

## Education and certifications

**Graphic Design** · Undergraduate technology degree · Centro Universitário IESB · 2012 – 2014

**UX Certified** · Nielsen Norman Group (NN/g) · 2026

**AI Product Design** · Alura · 2026 · in progress

**UX Design** · Alura · 2020

**Creative Direction for Digital Media and Art Direction for Advertising** · University of the Arts London · 2016

**Adobe Creative Cloud** · 2013

## Languages

Portuguese · native | English · B2 (upper-intermediate)

Italian · A1 | Spanish · A1

## Earlier experience

Outback Steakhouse · Restaurant Server · 2016 – 2017

Agência 2MD · Art Director I · 2014 – 2015

FIFA World Cup Brazil · Management Assistant · 2014

FIFA Confederations Cup Brazil · Media Volunteer Assistant · 2013 – 2014