

Bernardo Amarante Santos

Senior Product Designer

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SUMMARY

Senior Product Designer with 5+ years designing enterprise B2B platforms, data-rich dashboards, and design systems. Currently sole designer across AbbVie's internal analytics ecosystem. Track record of end-to-end ownership | From discovery and governance to shipping in complex, multi-stakeholder environments | AI-assisted design integrated into daily workflow (Claude Code, Figma MCP, Figma AI).

WORK EXPERIENCE

Bliss Applications — Lisbon, Portugal

01/2025 — Current

Product Designer

As a mid-senior Product Designer, I contribute to the design of web and mobile products across multiple industries — handling end-to-end design from discovery and wireframing to high-fidelity UI and design systems, collaborating with cross-functional teams so design aligns with user needs and business goals.

AbbVie — Winning with Data · NGA Platform · 12/2025 — Current

As a Product Designer within the Winning with Data department, I contribute to the design of internal applications, analytics experiences, and data-driven products that support decision-making across the organization. I work closely with product, engineering, business, and data teams to transform complex workflows into intuitive and scalable solutions. My work spans product design, research, analytics, and design systems, with a focus on usability, adoption, and product consistency.

- Design internal applications, dashboards, and analytics experiences within the NGA ecosystem.
- Contribute to end-to-end design — from discovery and requirements definition to high-fidelity interfaces and developer handoff.
- Collaborate with Product Owners, Product Managers, Tech Leads, developers, and business stakeholders to align user needs and business objectives.
- Support the evolution of the NGA Design System, promoting consistency and scalability across products.
- Contribute to UX governance initiatives, design standards, and documentation.
- Conduct quantitative and qualitative research to identify usability issues and product opportunities.
- Analyze usage data and behavioral metrics to support design decisions.
- Create onboarding materials, guidelines, and customer-experience resources to improve product adoption.
- Support the migration and redesign of existing dashboards and applications within the NGA ecosystem.

FIXO — Home-services platform · 01/2025 — 11/2025

A Portuguese platform connecting people with trusted professionals for home services and maintenance.

- Sole Product Designer across four fronts: Epics (UX/UI in Figma with developer handoff), Metrics (GA4 + Clarity), Research (quantitative & qualitative), and Improvements.
- Led homepage strategy and conversion-focused improvements; designed service flows across desktop and mobile (80-service catalogue, recurring-service options).
- Drove design-system consistency and scalable, cohesive interaction patterns across an evolving product, aligning business goals with usability.
- Owned European Accessibility Act (EAA) compliance end-to-end, and tightened how Design, Business, QA, and Development collaborate — from sprint kick-off to sprint review.

Jogos Santa Casa — National lottery & sports betting · 2023 — 2024 · two phases

Designer #2 → Sole (Phase 1) · Lead & Design Governance (Phase 2). Portugal's national lottery and Placard sports betting — a 15-year-old site and 5-year-old app taken to a unified, tested, scalable digital ecosystem across web, mobile, and app.

- **Phase 1** — joined in discovery as the second designer, then took it solo: research (benchmarks, best-practice analysis, SWOT, proof of concept), wireframing (IA, user flows, low-to-hi-fi prototypes), and usability testing — delivering 300+ high-fidelity frames across three platforms plus the documentation that secured Phase 2 funding.
- **Phase 2** — led design on a six-person team: app-portfolio integration, IA & user flows, prototyping, design system, Kano analysis, and user testing; designed the design-governance model (touchpoints, deliverables, feedback loops) and mentored the second designer.
- Recommended a cascading app → web rollout, unified two previously separate Lottery and Sports Betting apps into one experience, and built a scalable design system; moderated testing caught a critical issue pre-launch.

Zomato — Back Office Redesign · 03/2023 — 05/2023

- Stakeholder mapping, back-office redesign, customisable dashboard design, and design deliverables for iterative handoff.

Key results: reduced time on task by 25% through improved UI; +15% efficiency with personalized dashboard solutions.

Pingo Doce — Self-Checkout Kiosk · 11/2022 — 03/2023

- **Research & Discovery** — benchmarking, business-impact analysis, and persona development to align the kiosk with business goals and customer needs.
- **Journey Mapping & Service Blueprinting** — mapped customer journeys and pain points; defined success metrics (task-completion time, success rate, attention span).
- **Wireframing & Prototyping** — developed wireframes and prototypes to visualise and test the kiosk interface and user flows.
- **Usability Testing** — led testing to ensure an intuitive experience; iterated on feedback to refine the design.
- **Deliverables & QA** — delivered final assets for development, ensured design alignment, and ran QA for product consistency.

Key results: high adoption — 104 customers on launch day; order time cut from ~3 minutes to ~1 minute; positive feedback from customers and staff.

Dare Data — Lisbon, Portugal

08/2022 — 10/2022

Product Designer

- Conducted UX research; redesigned the landing page and information architecture; designed a case-study layout model; prototyped the new landing page as fully functional.

Results: redesign decisions grounded in six high-profile interviews; updated the design system with 15 new assets.

Bhering Pesquisas — Rio de Janeiro, Brazil

09/2020 — 09/2021

Strategy Design

- Analysed and researched former customers' experiences.
- Authored the service-design project: ethnographic research, interviews with former and current customers, identification of service pain points, and a service-improvement strategy.
- Designed the brand, including visual identity, and created templates and graphic pieces for social media.

Results: +50% B2C deals; -15% call-off deals; four new B2B contractors across three sites, roughly doubling income in under a year.

Ikebana — Rio de Janeiro, Brazil

11/2021 — 03/2022

Brand & Service Design Lead

- Authored the rebranding project: logo design, visuals, graphic assets, and verbal assets.
- Defined the communication strategy: presentations, art direction, and communication for social media, Instagram, and the Foundation.
- Service design: personas, service roadmaps, service blueprint, journey map, and stakeholder mapping.

Results: five meetings with potential renowned artistic partners; coordinated a team of designers and developers.

ALLU — Rio de Janeiro, Brazil *(Contract)*

06/2021 — 09/2021

Brand Designer

- Redesigned the brand and visual assets; created insights connecting the communication strategy and visual identity.
- Designed and coordinated the final client presentation: research outcomes, brand strategy, naming, visual-identity redesign, user experience, and communication strategy.

Results: developed 20+ visual assets.

GRID Bar — Rio de Janeiro, Brazil

01/2016 — 11/2019

Founder · Entrepreneur

- Conducted market research (competitors and target audience); authored the business plan; designed the brand (name, visual identity, communication); managed the digital-marketing strategy.

Results: breakeven in 18 months; 5-figure monthly revenue for shareholders; 20,000+ in antique deals; company valued at R\$120,000 and sold for R\$180,000.

EDUCATION & TRAINING

BA, Industrial Design

Federal University of Rio de Janeiro (UFRJ), Brazil · 2011 — 2016

Exchange Year, Furniture Design

Royal Academy of Art, The Hague (KABK), Netherlands · 2014 — 2015

UX/UI Design Bootcamp

Ironhack, Lisbon · 2022

Branding

Laje, Rio de Janeiro · 2021

UX Management: Strategy & Tactics · Mobile UX Strategy · Conducting Usability Testing

Interaction Design Foundation

LANGUAGES

Portuguese — Mother tongue

English — C2 (full professional)

Italian — A2

SKILLS & TOOLS

Product Design · UX Design · UX Research · Usability Testing · Design Systems · Interaction Design · Design Strategy · Service Design · Prototyping · Accessibility · Design Thinking · User-Centered Design · Agile · Design Sprints · Branding / Visual Identity

Tools

 Figma  Framer  Adobe Creative Suite  Lightroom  Claude Code  ChatGPT  Miro
 Maze  Whimsical  HTML5  CSS  Microsoft Office  Trello  Asana  Zoom
 Teams