Fabiano Borba

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Senior Product Designer

Experienced Brazilian Product Designer, based in Porto, Portugal with a career spanning since 2013, dedicated to crafting intuitive and compelling user experiences. Currently contributing to the success of eDreams ODIGEO, a global leader in online travel and one of Europe's largest e-commerce enterprises.

Core Competencies

AI Tools | Agile Development | Customer Experience | Design Systems | Documentation | Figma | Human-Computer Interaction | Interaction Design | Miro | Personas | Product Discovery | Prototyping | Sketch | UI Design | Usability Testing | User Experience Design | User Journey Mapping | User Research | Visual Design | Wireframing

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Experience

eDreams ODIGEO

Product Designer - 07/2022 - Current

- Design user-centric mobile and desktop solutions aligned with business goals, using research insights to shape product experiences.
- Lead cross-functional collaboration through ideation, design, and implementation, creating wireframes, prototypes, and production assets.
- Drive Product Design vision and foster team collaboration while acting as brand steward with strong communication skills.

Devoteam Creative Tech

Senior Product Designer - 04/2021 - 06/2022

- Partnered with cross-functional teams to create user-centered designs through research, wireframes, prototypes, and visual designs that met business and user goals.
- Collaborated with developers and stakeholders to ensure design quality, proper implementation, and adherence to standards, while presenting decisions to executive leadership.
- Stayed current with design trends and technologies, promoted design excellence, and fostered continuous improvement within the team.

D3 - Fearless Digital Product Company

Product Designer - 11/2020 - 04/2021

- Led design projects for MRV, the agency's largest client, managing sprint ceremonies and strategic planning while facilitating integration between technology and design teams.
- Monitored design team tasks and progress to ensure timely delivery to the development team.
- Presented and advocated for design and experience proposals to the client.

Atom 6 Design

Product Designer - 01/2020 - 11/2020

- Collaborated with clients, project managers, designers, developers, and engineers to create user-centered products for over 250 companies worldwide, impacting millions of users.
- Designed impactful user interfaces for B2B and B2C digital products.
- Identified and resolved design flaws, conducted user research and analysis, and proposed improvements to enhance user experience.

Languages

🇧🇷 Portuguese (Native)

🇬🇧 English (Professional Working)

🇪🇸 Spanish (Basic)

Education

- **Bachelor's - Graphic Design**
  Universidade do Vale do Itajaí Santa Catarina, Brazil
  (2007 - 2010)

Professional Development

- **UX & Design Thinking:** User Experience in business
- Usability Test + **Hotjar**
- Responsive websites with **HTML5, CSS, and Javascript**
- **AI for Product Designers:** Integrating AI tools into the design workflow
- **Generative AI:** Applications in UX/UI Design
- **Product Design Strategy:** From discovery to launch
- **Advanced Prototyping:** Interactive and animated design systems
- **AI-Powered Design Tools:** Midjourney, ChatGPT, and Figma AI
- **Design Systems:** Building and scaling component libraries
- **Data-Driven Design:** Using analytics and AI insights to inform decisions
- **Conversational AI & Chatbot Design:** Creating natural user interactions
- **Accessibility in Product Design:** WCAG standards and inclusive design
- **AI Ethics in Design:** Responsible AI implementation