



JESIEL WALLACE NEVES PINTO

Senior Product Designer

CONTACTS



Phone
+55 21 993896440



Email
jesielneves@hotmail.com



Address
Av. Manoel Duarte, 187 - Parque Lafaiete
Duque de Caxias - RJ

PROFILE

Senior Product Designer with 8+ yrs creating user-centric digital products. Expert in UX/UI, end-to-end design—from research & wireframes to hi-fi prototypes & testing. Boosts engagement and retention through strategic, data-driven decisions. Agile savvy, Figma/AI proficient, Advanced English.

EDUCATION

GRAPHIC DESIGNER

Estácio de Sá University
Degree, 2017 - 2019

DIGITAL PRODUCT DESIGN

Anhanguera Educational
Post degree, 2022 - 2023

SOFTWARE ENGINEERING

Metropolitana College
Post degree, 2025 - 2026

WORK EXPERIENCE

2024 - Acting

ATHENA SAÚDE
São Paulo, Brazil

STAFF PRODUCT DESIGNER

As a Staff Product Designer at Athena Digital, I'm driven by a passion for crafting intuitive, user-centered experiences that transform healthcare. With deep expertise in design thinking, UX, and UI, I lead innovation across our product portfolio—ensuring seamless, patient-focused solutions through close collaboration with cross-functional teams.

- Leading design initiatives for native applications;
- Developing and maintaining design standards, guidelines, and systems;
- Conducting user research, testing, and analysis;
- Collaborating with engineers, product managers, and clinicians;
- Mentoring junior designers and contributing to team growth;
- Staying ahead of industry trends, emerging technologies, and healthcare regulations.

2023 - 2024

PROVIDER IT
Rio de Janeiro, Brazil

SENIOR PRODUCT DESIGNER

Led end-to-end design of a back-office digital solution for Prudential do Brasil's Insurance & Loans team, streamlining policy processing and credit analysis. Delivered intuitive workflows, integrated legacy systems, and cut task time 17%, enhancing accuracy and compliance.

- Planning, execution of product research;
- Investigation of pain close to users;
- Creation of product flows (Wireflow and Refinement);
- Presentation of ideas to customers.

2022 - 2023

RETHINK TECHNOLOGY
Belo Horizonte, Brazil

SENIOR / STAFF PRODUCT DESIGNER

Product Designer at Smiles driving end-to-end design—prototyping, testing, handoff to dev. Built Design System Ops infrastructure, scaling UX processes and validating components. Championed user research initiatives. Collaborated like Abastece-aí customer projects, optimizing deliverables.

- Application of Design processes and tools;
- Evaluation of delivery quality;
- Application of Sprint Design Workshop;
- Decision-making based on data;
- Definition of profiles for hiring;
- Assists in the management of team demands.

WORK EXPERIENCE

Continued

2018 - 2022

NEVES DESIGN DIGITAL

Rio de Janeiro, Brazil

MIDDLE PRODUCT DESIGNER

Partnered with clients to turn digital-transformation goals into real products. From first sketch to launch, I shaped B2C and C2C solutions in fast, 3-month bursts, using Lean UX and agile to make each release intuitive, loved by users, and profitable.

- From initial concept and client partnership to final launch and delivery.
- Expert in fast-paced, iterative cycles to deliver value quickly.
- Skilled in creating products for both consumer and peer-to-peer markets.
- Translating high-level business goals into tangible, user-friendly products.
- Quickly building and testing ideas to ensure profitability and user adoption.

2017 - 2020

UNESA - MADUREIRA

Rio de Janeiro, Brazil

INTERN / FREELANCER GRAPHIC DESIGNER

During university I freelanced as a multidisciplinary graphic designer, crafting brand identities for retailers, designing print/digital signage, laying out books, and shooting / retouching photos—delivering end-to-end visual solutions from concept to final art.

- Brand Identity Design: Creating cohesive visual identities and logos tailored to small businesses and retailers.
- Print & Digital Design: Proficient in designing across multiple formats—signage, panels, layouts, and digital assets.
- Book Layout & Typography: Expert in structuring and formatting book designs with attention to visual hierarchy and readability.
- Photography & Retouching: Skilled in capturing, editing, and enhancing images for commercial and editorial use.
- End-to-End Visual Solutions: Delivering complete design packages from concept development through final production-ready files.

SKILLS

PROFESSIONAL

- User research, usability testing and insight synthesis
- Information architecture and user flows for complex systems
- Data-informed product and UX strategy
- Prototyping and interaction design (Figma, AI-powered tools)
- Cross-functional collaboration in agile environments
- Product Management

TECHNICAL

- Figma Suite & Design Systems
- Prototyping & Interaction Design
- HTML/CSS Fundamentals
- Design Ops & Version Control
- Responsive & Adaptive Design
- AI-Powered Design Tools
- API & Integration Knowledge

ACHIEVEMENTS

INOVATIVOS 2025

Athena Saúde

São Paulo - Brazil

HONORABLE MENTION FOR VOLUNTEERING.

Agile Healthcare Brazil

São Paulo - Brazil

LANGUAGE

Portuguese - Fluent

English - B2

French - A1

INTERESTS



Music



Study



Book



Photograph



Travel