NATAN VIRGÍLIO

Product Designer | UX/UI Designer

Roteiro, AL - Brazil

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PROFESSIONAL SUMMARY

Product Designer specialized in transforming complex ecosystems and legacy services into high-efficiency digital solutions. Proven track record of end-to-end execution, mastering the complete Product Lifecycle Management cycle. Expert in integrating UX Research, Service Design, and Information Architecture to mitigate compliance risks (LGPD). Focused on orchestrating rigorously technical visual solutions (High-Density UI) based on agile methodologies, acting as a strategic partner in decision-making to reduce operational costs, optimize workflows, and deliver quantifiable business results.

PROFESSIONAL EXPERIENCE

Product Designer & UX/UI Designer (Freelance)

Natan.FX | Jan 2020 – Present

Strategic and autonomous work focused on solving real business problems for clients with limited resources. Management of the creative and technical pipeline, aligning user needs and stakeholder objectives to deliver highly usable and efficient products.

- **Managed** product strategy and the complete lifecycle of GovTech solutions, using agile methodologies (Scrum/Kanban) for backlog refinement and feature prioritization through the MoSCoW Framework.
- **Led** continuous research (Continuous Discovery) and Usability Testing on the front lines, mapping user journey to validate hypotheses with real data.
- **Structured** the taxonomy of complex flows, enabling the creation of a unified database (Single Source of Truth), eradicating Shadow IT practices and process fragmentation.
- **Ensured** rigorous governmental compliance, defining access policies and audit trails aligned with LGPD, protecting over 6,000 sensitive documents.
- **Designed** interactive prototypes and High-Density UI interfaces in Figma, integrating Gov.BR Design Tokens and ensuring WCAG 2.2 compliance.
- **Produced** complete technical documentation, including User Stories, business rules, and algorithmic validations (Poka-Yoke), facilitating Design Handoff to front-end engineering.

PROJECTS

Regula.Já: Medical regulation system for the Municipal Health Secretariat of Roteiro.

- **The Challenge:** To modernize the municipal medical regulation flow that generated 40 weekly hours of rework and presented high legal risk due to the use of decentralized processes on personal devices.
- **The Execution:** Designed the end-to-end platform, leading from Discovery to Handoff. Optimized data taxonomy, applied heuristics for dense interfaces, and designed automations focused on engagement.
- **The Impact:** Proven 98% optimization in task completion time (reduction from 3 hours to 3 minutes per batch), elimination of 40 hours of manual work, and 100% technical and legal compliance in patient data management.

SKILLS

- **Product Design & Research:** Continuous Discovery, UX/UI Design, Service Design, User Research, Usability Testing, Information Architecture, User Journey Mapping, A/B Testing, Heuristic Evaluation.
- **Product Strategy & Agile:** Product Lifecycle Management, Product Strategy, Go-to-Market (GTM), Agile Methodologies (Scrum/Kanban), MoSCoW Framework, OKRs, KPIs, User Stories, Backlog Refinement, Stakeholder Alignment.
- **UI Engineering:** Interaction Design, High-Density UI, Design Systems, Design Tokens, Component Libraries, Poka-Yoke (Error-Prevention Design), Rapid Prototyping, Responsive Design, Inclusive Design, Accessibility (WCAG 2.2, WAI-ARIA).
- **Design & Handoff Tools:** Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator), Miro, Jira, Design Handoff, Technical Specification, Developer Collaboration.
- **Data, Tech & Compliance:** Product Analytics, Front-end knowledge (HTML, CSS, Tailwind CSS, React, Next.js), Regulatory Compliance (LGPD), Single Source of Truth (SSOT), Audit Trail, Data-Informed Design.

EDUCATION

Bachelor's Degree in Design | Federal University of Alagoas (UFAL) | 2021 – 2023

LANGUAGES

Brazilian Portuguese: Native

English: Intermediate (B1)