

EDUARDO GOUVÊA

Lead Product Designer | UX Strategy | Product Discovery | Design Systems | DesignOps | Enterprise SaaS

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PROFESSIONAL SUMMARY

Lead Product Designer with 20+ years of experience in Product Design, UX Strategy, and digital transformation, leading the creation and evolution of Enterprise SaaS products across Healthcare, Fintech, and enterprise software.

Experienced in leading end-to-end Product Design initiatives, defining experience strategy, Product Discovery, UX Research, Design Systems, DesignOps, and advancing Design maturity within product-led organizations.

Strong track record of connecting user needs, business goals, and technical feasibility, with a focus on building scalable products, improving operational efficiency, and delivering measurable value for customers and businesses.

KEY ACHIEVEMENTS

- Increased the **NPS of Tasy EMR from 13 to 85 in less than two years** through continuous research, experience improvements, and data-informed decision-making.
- Led multidisciplinary Product Design teams, fostering professional development through **Design Critiques, mentoring, coaching, and career development**.
- Established and evolved **Design Systems and DesignOps practices**, reducing design delivery time by **25%** while improving consistency, scalability, and Design–Engineering collaboration.
- Led **Product Discovery, UX Research, workshops, user interviews, and journey mapping** to inform strategic product decisions.
- Reduced **checkout completion time by 22%** through flow redesign and UX optimization at KingHost.
- Partnered with **Product Managers, Engineering, Customer Success, and executive stakeholders** to define and prioritize roadmaps for global digital products.

CORE SKILLS

Product Design • UX Strategy • Product Discovery • UX Research • Design Systems • DesignOps • Service Design • Product Analytics • Accessibility (WCAG) • Information Architecture • Interaction Design • Figma • AI-driven Product Development • Enterprise SaaS

• Healthcare Technology • Design Leadership • Design Critique • Mentoring • Prototyping • Journey Mapping • Usability Testing

PROFESSIONAL EXPERIENCE

UX Design Tutor — Jala University

January 2026 – Present

- UX Design Lab Tutor for the **User Interface and User Experience Design** program.
- Mentor students through hands-on labs covering UX fundamentals, Interaction Design, and human-centered problem solving, reinforcing feedback and coaching practices essential to Design Leadership.

Lead Product Designer — Philips

December 2020 – February 2026

- Led and managed a team of **6 Product Designers** through 1:1s, mentoring, performance reviews, feedback, and career development.
- Co-built the **UX Chapter** with the Design Director, establishing DesignOps practices across six product squads.
- Defined and executed the **end-to-end UX Strategy** for a multi-product healthcare platform, including **Tasy, CMDK, App Manager, My Companion, Admin Portals, and Open APIs**.
- Scaled a unified **Design System** across interconnected products.
- Led continuous **Product Discovery and UX Research** through user interviews, journey mapping, usability testing, and qualitative research.
- Partnered closely with Product Managers and Engineering teams to validate solutions and ensure high-quality implementation.
- Defined reusable UI patterns for complex enterprise workflows, dashboards, forms, data tables, and system states.
- Presented product strategy and roadmap updates to international stakeholders across the **US, Europe, Japan, and Mexico**.
- Mentored designers in **Systems Thinking, Information Architecture, Prototyping, and Design Critique**.
- **Impact:** Increased team NPS from **13 to 85** by improving design quality, cross-functional collaboration, and user-centered practices.
- **Impact:** Reduced design delivery time by **25%** through the implementation of a scalable Design System.
- **Impact:** Ensured **accessibility, regulatory compliance, and localization** across global markets, including the US, Europe, Japan, and Mexico.

Visiting Professor — Universidade do Vale do Rio dos Sinos (Unisinos)

February 2020 – March 2023

- Visiting Professor in the postgraduate **Service and Interaction Design** program.
- Taught the graduate-level **Interaction Design Research** course, covering qualitative research methods, insight synthesis, and research-informed decision-making.

Specialist Product Designer — IO.Insure

November 2021 – March 2022

- Designed end-to-end product experiences for the first global online **M&A and specialty insurance marketplace**, serving SMEs and multiple user profiles, including clients, brokers, advisors, and underwriters.
- Supported the evolution of a **white-label platform**, creating scalable experiences for insurance partners and distributors.
- Collaborated with Product Owners and Engineering to define solutions, validate concepts, and ensure high-quality implementation.
- Conducted user interviews, usability testing, and iterative prototyping to improve onboarding and transactional workflows.

Senior UX/UI Designer — DBServer

October 2017 – December 2020

- Led end-to-end **Product Design and Product Discovery** initiatives across Fintech, Agritech, Government, Retail, and B2C products, using qualitative and quantitative research, interviews, journey mapping, service blueprinting, usability testing, and hypothesis validation.
- Designed scalable enterprise and operational platforms, including dashboards, multi-step workflows, administrative tools, and the offline-capable **Protec Agro** platform.
- Partnered with Product Managers and Engineering to define solutions, validate concepts through rapid prototyping, and ensure high-quality implementation.
- Defined and applied **WCAG accessibility standards** across multiple digital products.
- Facilitated strategic workshops and alignment sessions with executives and multidisciplinary teams.

Senior UX/UI Designer (Usability Analyst) — 4all Tecnologia

March 2017 – July 2017

- Designed **mobile-first product experiences** for high-traffic sports, entertainment, and marketplace applications, creating end-to-end purchase journeys.
- Designed marketplace and commerce experiences focused on **conversion, engagement, and seamless transactions** without disrupting the core content experience.

Interaction Designer — KingHost

May 2015 – March 2017

- Designed SaaS products including billing systems, customer portals, email marketing platforms, analytics dashboards, and operational tools.
- Led the **end-to-end redesign of the checkout experience**, aligning UX with business objectives to improve conversion, pricing clarity, and purchase completion.
- Improved Information Architecture and UX Writing to simplify complex technical products.
- Created and facilitated **Design Thinking workshops**, promoting customer-centered practices across teams.
- **Impact:** Reduced checkout completion time by **22%** through flow redesign and UX optimization.

Product Designer — Reweb

February 2015 – May 2015

- Worked as the sole Product Designer within an Agile team, owning **end-to-end Product Design from Discovery through delivery** for digital products in the real estate sector.
- Designed CRM and e-learning platforms, optimizing user journeys, onboarding, and commercial workflows.

Product Designer — Linklar 360

August 2014 – February 2015

- Worked as the sole Product Designer within an Agile team, owning end-to-end Product Design for digital products in the real estate sector.
- Designed CRM platforms, improving user journeys, onboarding, and commercial workflows.

UX Designer — Brivia

August 2013 – April 2014

- Delivered UX solutions for enterprise clients including **Sicredi, Hospital Moinhos de Vento, and Thyssenkrupp**, conducting research, defining experience vision, and aligning Design outcomes with business objectives.

Product Discovery — Codeminer42

November 2012 – July 2013

- Led **end-to-end Product Discovery** for early-stage startups, defining business hypotheses, product requirements, and validated MVPs.
- Facilitated workshops with founders, Product Managers, and Engineering teams to translate business objectives into user-centered product solutions.

Information Architecture — W3Haus

January 2012 – August 2012

- Led **Information Architecture and UX** initiatives for enterprise clients including Petrobras, Tramontina, Alphaville, and Eudora across CRM, ERP, SaaS, and e-commerce platforms.

UX/UI Designer — Zenvia Mobile

January 2011 – October 2011

- Owned the **end-to-end UX** of SMS and voice messaging management products, leading research, Interaction Design, prototyping, and validation as the sole Product Designer.
- Contributed to internal startup products, including **Mobo and Zink**, supporting Product Discovery, Information Architecture, and rapid prototyping.

Information Architecture / Front-End Developer — Rage Comunicação Interativa

October 2010 – December 2010

- Provided technical and Design leadership for enterprise digital projects, working within a small multidisciplinary team and supporting strategic client engagements.

Web Designer — DZ Estúdio

December 2009 – October 2010

- Designed websites and digital products while contributing to front-end implementation for clients including Banricoop, Paquetá, and Tintas Renner.

Web Designer — Grupo RBS

December 2007 – November 2009

- Worked on high-traffic digital products and content platforms, including **ClicRBS and Hagah**.

EDUCATION

- **MBA in AI-Driven Innovation & UX** — Unifast School of Business Acceleration — *In Progress*
- **Postgraduate Degree in Game Design** — Unyleya — *In Progress*
- **MBA in Design Thinking & People Management** — Descomplica Faculdade Digital, 2025

- **Postgraduate Degree in Product Management** — Descomplica Faculdade Digital, 2024
- **Postgraduate Degree in Information Systems & Agile Methods** — UniRitter, 2021
- **Postgraduate Degree in User-Centered Design** — Universidade Positivo, 2015
- **Bachelor's Degree in Graphic Design** — UniRitter, 2010

LANGUAGES

Portuguese: Native

English: Professional Working Proficiency

Spanish: Intermediate Professional Proficiency