ESTÉFANO S. PIETRAGALLA

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TRAINING

2014–2016 - Master in Design.
2016–2017 - Postgraduate Degree in Teaching for Professional Education.
2007–2012 - Completed Higher Education in Industrial Design.

PROFESSIONAL SUMMARY

I have over 7 years of experience in Digital Products, working across the entire UX and Product Design cycle, from discovery to delivery. My background includes creating user-centric digital solutions, applying best practices for accessibility, usability, and consistency across web and mobile products. I've also led DesignOps and Design Systems initiatives, always focusing on ensuring real business impact and better experiences for people.

In addition to my experience at major institutions such as Banco do Brasil and the Federal Audit Court (TCU), I have experience teaching courses on innovation, digital transformation, user experience design, and creative methodologies. These experiences have given me the ability to translate complex topics into accessible content and support the growth of other professionals.

I specialize in Product Discovery, conducting research, usability testing, prototyping, and hypothesis validation. I've worked on critical projects like payroll and building strategic dashboards, optimizing journeys and processes. My mission as a designer is to combine business vision, data, and empathy to create digital products that truly make a difference in people's daily lives.

PROFESSIONAL EXPERIENCES

UNICEUB
Position: Postgraduate Professor (03/2024 to date)
Responsibilities: I teach Digital Transformation with an emphasis on strategic management, productivity and business competitiveness, Design Thinking and Innovation in guiding creative methodologies for problem-solving and prototyping, Structured Design and UX with processes of research, ideation, validation and improvement of experiences in products and services, UX Management and Strategy with methodologies and practices for strategic alignment and assertive results and UX Culture with practices of interaction, usability, inclusion, accessibility and brand identity for customer loyalty.

BANK OF BRAZIL
Cargo: Customer Experience Designer (11/2022 a 07/2025)
Responsibilities: Led the statistical data visualization dashboard project to optimize information access and interpretation. Developed an interface guide with new components, colors, and typography to standardize dashboards. Created and validated customized dashboards. Reduced data analysis time and increased decision-making reliability. Researched and improved experiences in creating, sending, and viewing payrolls and online batch payments for corporate clients. Revised user journeys and alert messages for greater clarity in digital products. High-fidelity prototyping and unified FAQs for account and cash managers. Optimized payroll processes, reducing manager calls and improving the user experience.

CNP SEGUROS HOLDING BRAZIL
Cargo: Service Designer (03/2022 a 09/2022)
Responsibilities: Research and development of experiences in life insurance, pension plans, consortiums, and capitalization bonds for YOUSE, Rede Odonto Empresas, and Previsul. Mapping of product development stages and customer touchpoints. Review and optimization of the user journey and system interface for Rede Odonto Empresas members. Collection and analysis of system data to support strategic decisions. Optimization of the user journey and the interface of the odontoempresas.com.br website. Reduced complexity, reduced support calls, and streamlined critical processes.

FNDE - NATIONAL FUND FOR EDUCATION DEVELOPMENT
Position: UX / UI Designer (04/2021 a 03/2022)
Responsibilities: Developed data visualization experiences for educational information at the national, state, and municipal levels. Created dashboards and indicator panels based on state and municipal reports generated by the FNDE. Optimized the interpretation and comparison of statistical data related to state and municipal education. Facilitated access to information for educational administrators and institutions.

TCU - FEDERAL COURT OF AUDIT
Position: Senior Product Designer (03/2018 a 03/2022)
Responsibilities: Implemented improvements to the user experience, interface, and information architecture applied to the CONECTA-TCU system. Developed user journeys for new and existing systems. Conducted user research and usability testing. Facilitated workshops and design sprints to optimize processes. Prototyped graphical interfaces and task flows. Planned and implemented the TCU/STI DesignOps program. Led a design team to create DesignOps artifacts. Planned and developed the CONECTA-TCU Design System. Optimized document search and submission in the CONECTA-TCU system. Monitored transparency for members of the Public Prosecutor's Office, police chiefs, the AGU (Attorney General's Office), and attorneys with automatic, bureaucracy-free access to court records. Reduced costs through direct delivery of information, eliminating intermediaries. Streamlined activities and optimized resources in light of staff shortages. Recognized with the ReconheSer Award for outstanding performance at the TCU.

LANGUAGES

English: Advanced; **Portuguese:** Fluent

TOOLS AND KNOWLEDGE

MS Office, Figma; Notion; Google Analytics, Hotjar, Lookback, Maze, Trello, Miro; Power BI, HTML, CSS and JavaScript.

CERTIFICATIONS AND COMPLEMENTARY COURSES

Digital Product Design; Product Analytics; Business Leadership and Strategy; Product Discovery; Digital Business Metrics; Digital Product Leadership; Introduction to Data Science; UX Writing; Google UX Design Certificate; Design System & Ops; Design Thinking; Design Principles; Human-Centered Design; Design Thinking; Scrum Foundation Professional Certificate.