Alexandre Dal Pizzol

Rio de Janeiro - Brazil
Brazilian/Italian citizenships
+55 (54) 99999 - 9195 | chandehehe@gmail.com
https://www.linkedin.com/in/alexandre-dal-pizzol/

Objective: Head of Product Design | Senior Product Designer | UX/UI Design | Gamification | Fintech | Speaker

PROFESSIONAL SUMMARY

- Design leader with over 20 years of experience in Product Design Management, including international exposure across Europe and Asia. Extensive background working in both small and large national and multinational companies within the Financial Products, Fintech, and Retail sectors.
- Proven track record as a Head of Product Design, leading the creation of user-centered digital experiences, with strong strategic collaboration across Product, Technology, Data, and Compliance teams to develop intuitive and secure solutions that drive customer acquisition, engagement, and retention.
- Expertise in structuring creative product design processes, understanding how design aligns with business goals and user needs, CX, UX, UI, by guiding and supporting development from concept to launch. Successfully implemented scalable design systems and fostered a design thinking culture, with a focus on innovation, accessibility, and conversion.
- Strong experience in developing business plans through close collaboration with internal and external stakeholders across different departments. Skilled in mapping user needs and competitor landscape, identifying opportunities for innovation and technological advancement.
- Built and led global design teams, managing a direct team of 10 designers. Focused on results, knowledge sharing, talent development, and promoting an agile mindset and product transformation culture throughout the organization.
- Robust knowledge of user experience KPIs and metrics, delivering strategic dashboards to both teams and executives, offering actionable insights and clear solutions based on the ability to simplify complex problems.
- Comprehensive understanding of end-to-end design, including Design Ops, wireframing, prototyping, usability testing, design systems, and microinteractions.
- Proficient in a wide range of design tools including Figma, Sketch, MarvelApp, Maze, Notion, Photoshop, After Effects, Illustrator, with deep experience working in Agile and Lean environments.

EDUCATION

- Bachelor's Degree in Design & Innovation - The Open University – London, UK – 2016.
- Technical Diploma in Multimedia Design - Città del Ragazzo – Ferrara, Italy – 2010.

SPEAKING ENGAGEMENTS

- ORDA Caxias, Caxias do Sul — *The Potential of Blockchain and Decentralization* - 2023.
- UniRitter, Porto Alegre — *Usability in Digital Products* - 2022.
- IFSul Instituto Federal de Educação, Lajeado — *Innovation and Design Thinking* - 2022.
- Sketch meetup Malaysia, Kuala Lumpur — *Driving Engagement Through UCD Initiatives* - 2019.

LANGUAGES

- English – Fluent | Italian – Fluent | Spanish – Advanced | Portuguese - Native

PROFESSIONAL EXPERIENCE

❖ 02/2022 - Present - PRAGMA LETREIROS

Small national company in the visual communication sector

➢ Head Of Design & Founder

- Led the conception, structuring, and full management of a design company, operating both strategically and hands-on to drive innovation, efficiency, and sustainable growth for key client businesses, directed cross-functional teams across design, marketing, product, finance, operations, and partnerships;
- Defined and executed the company's design vision and strategy, creating customer-centric experiences that are intuitive, functional, and aligned with business goals, delivered excellence in design and consistency across all digital journeys, with a focus on innovation, accessibility, and performance;
- Managed paid media and marketing strategy, overseeing planning and execution of performance-driven campaigns focused on ROI, branding, sales funnels, content, and market expansion;
- Created innovative products using Design Thinking and Lean Startup methodologies, optimizing production flows to reduce costs and increase operational efficiency;

- Led UX research, usability testing, prototyping, and the implementation of user-centered digital solutions, including websites and e-commerce platforms;
- Oversaw vendor and strategic partnership management, including selection, negotiation, and relationship development to ensure quality, timeliness, and cost-effectiveness;
- Applied strategic vision and practical execution across all business areas, building a profitable company from the ground up with payback in just 167 days;
- Developed and launched a disruptive product in a traditional industry, reducing costs by 50% through process reengineering and material innovation;
- Led the redesign of the company website with a user-centered approach, increasing conversion rates by 34%;
- Scaled business operations to new regions through digital marketing strategies and optimized distribution channels.

❖ **10/2021 - 02/2022 - FAVE APP**
Mid-sized Malaysian Fintech Company.

➢ **Head of Product Design** (Reported to the Product & Project Management Director)

- Led the vision, strategy, and execution of digital product design, bridging product, technology, and business to deliver customer-centered solutions aligned with company objectives;
- Defined and evolved the product design strategy in line with business goals and customer needs, advocating a user-centered design culture across the organization;
- Managed the design roadmap alongside Product, Tech, and Growth leaders, ensuring cross-team cohesion and advising Marketing on the right design tools to enable autonomy;
- Built and led a team of product designers, UX/UI professionals, researchers, and design strategists—providing continuous feedback and driving motivation, productivity, and excellence;
- Led qualitative and quantitative UX research, turning insights into innovative and accessible design solutions for financial retail customers across all digital touchpoints;
- Developed and maintained scalable and accessible design systems aligned with brand identity and collaborative standards;
- Created and tracked KPIs to measure design's impact on business outcomes such as conversion, engagement, retention, and NPS;
- Identified continuous improvement opportunities through A/B testing, data analysis, and customer feedback.

❖ **09/2018 - 10/2021 - BIGPAY**
Mid-sized Malaysian Fintech Company

➢ **Product Design Lead** (Reported to the Head of Product)

- Headed Product Design during BigPay's transition from Seed to Series A, aligning users, product, and engineering to deliver scalable, intuitive, data-driven solutions;
- Built and led a design team of Product Designers and UX Writers, promoting a culture of excellence and user-centric design;
- Led the team's transition from Sketch to Figma, improving collaboration workflows and increasing productivity by 50%;
- Fully redesigned the BigPay app UI based on user-centered design, accessibility, and visual consistency;
- Built a comprehensive Design System from scratch, ensuring scalability and visual coherence across all products;
- Conducted usability tests and user research to inform design decisions and prioritize product roadmap;
- Redesigned the app's Analytics section using behavioral data, increasing engagement by 20% without backend changes;
- Overhauled the onboarding and e-KYC flows using gamified microinteractions, animations, and sound feedback, reducing drop-off rates by 30%;
- Designed Malaysia's first 100% digital Personal Loan feature, balancing usability with regulatory compliance;
- Supported international expansion efforts by helping launch bank transfers, remittances, and DuitNow integration;
- Contributed to product localization and expansion, reaching over 1 million active users;
- Established design as a strategic pillar within the organization, strongly contributing to business and product goals.

❖ **11/2015 - 09/2018 - DXC TECHNOLOGY**
Large American Multinational in Software Consulting.

➢ **Senior Product Designer** (Reported to the Design Manager)

- Created intuitive and visually engaging experiences for web, mobile, and 3D environments, contributing to immersive VR and AR experiences and producing high-quality animations and videos;
- Designed user flows, wireframes, high/low-fidelity prototypes, and final interfaces focused on usability and accessibility across digital platforms;
- Developed interactive experiences in VR/AR, combining storytelling and immersive design for promotional and instructional content;

- Collaborated with product, tech, and marketing teams to ensure visual consistency and optimal user experiences;
- Participated in UX research and usability testing, iterating based on both qualitative and quantitative feedback;
- Contributed as a product designer for FrogAsia, redesigning a large-scale SaaS learning management platform for Malaysian public schools, focusing on accessibility, usability, and digital inclusion.

❖ **04/2012 - 11/2015 - WESWAP**

Small UK-based Fintech Company..

➢ **Graphic Product Designer** (Reported to CEO)

- Supported the development and expansion of the UK's first peer-to-peer currency exchange product, contributing from user research to feature development and scaling;
- Played a key role in the product's European expansion, supporting new feature launches and adding currencies such as EUR, GBP, DKK, SEK, and CHF;
- Collaborated with Product, Engineering, and Growth to support go-to-market strategies and adapt the UX to regulatory and cultural nuances;
- Conducted user research, usability testing, and interviews to validate hypotheses and improve the customer journey;
- Helped achieve Product-Market Fit by delivering user-centered solutions that boosted retention, NPS, and conversion;
- Co-led the design and development of "Smart Swap," a dynamic currency exchange feature that improved cost and liquidity efficiency;
- Supported branding and visual communication initiatives to align product design with marketing and commercial messaging;
- Gathered and analyzed usage data and qualitative feedback to inform data-driven design decisions.