

## Contact

frank.abreu@gmail.com

[www.linkedin.com/in/frankabreu](https://www.linkedin.com/in/frankabreu)  
(LinkedIn)

## Top Skills

MCP (Protocolo Multiagente)

GitFlow

Web Design Responsivo

## Languages

Inglês

## Certifications

Speaker ISA16 - Santiago - Chile

## Publications

ISA16 - Etnografia na África: A  
inclusão digital no Congo-Brazzaville

# Frank Abreu

Staff Product Designer (IC) · Hands-on Product Design · End-to-end,  
AI-augmented design · FinTech & Commerce · Design Systems ·  
0→1 · Cross-functional Leadership  
São Paulo, São Paulo, Brazil

## Summary

Since 2004 collaborating for digital products and services. The last five years in the FinTechs industry. I've been working to create human-centric experiences in projects for different channels (web, mobile, games, wearables, connected devices), helping to balance experience for people, technical feasibility, and business value.

### Experience with:

Loft, Porto Seguro, Banco Inter, Zup Innovation, Youse Seguros, Tribanco, Caixa Seguradora, Brookfield Incorporações, SEBRAE Nacional, Secom (Secretaria de Comunicação Social), BNDES, CNI, Ministério das Cidades, SESI, Ministério da Saúde, Ministério da Integração Nacional, Buscapé, CTBC Telecom, Grupo Algar, Grupo Martins, Leo Burnett, Nova S/B, Propeg, GE Transportation, Souza Cruz and TV Globo (MG).

Hobbies: photography, fine art, drones, IOT and travel.

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## Experience

### Nuvemshop

Staff Product Designer

December 2024 - June 2026 (1 year 7 months)

Florianópolis, SC

Staff Product Designer (IC) leading end-to-end design across two squads — Lending BR and Native Payments for Mexico — at the largest commerce platform in LatAm (180k+ active merchants).

Scope: design lead for two interconnected product surfaces, partnering with PMs, engineering and external partners (Mova) to shape vision, strategy and execution. End-to-end ownership from discovery through ship and post-launch iteration.

#### Highlights:

- Led the end-to-end redesign of the Lending product, tackling an 82% drop between offer and first click. Shipped a fully native contracting flow integrated with the design system, an ROI calculator that reframes credit as a growth investment instead of debt, and a lifecycle hub for autonomous contract and renewal management.
- Designed a smart payment management dashboard powered by an AI agent — turning passive monitoring into active recommendations for merchants managing complex payment flows.
- Stood up an AI-augmented continuous research practice for the Lending work — accelerating interview synthesis and pattern detection. Now adopted across the entire design chapter.
- Negotiated a "fully native experience" trade-off with the external lending partner, prioritizing merchant trust over partner brand visibility — backed by quantitative trust data from discovery.
- Mentored designers across both squads through design crits, paired sessions in ambiguous problem spaces, and documented research workflows.

Areas applied: Design Systems · Product Discovery · 0→1 · AI-augmented research · Cross-functional Leadership · Fintech & Commerce design

### RecargaPay

#### Product Design Specialist

April 2023 - November 2024 (1 year 8 months)

São Paulo

Product Design Specialist (IC) leading design vision for the Loans product and acting as a cross-functional designer across the design chapter — partnering with CX, BI and Brand to raise the maturity and business impact of design deliverables.

#### Highlights:

- Rebuilt the end-to-end Loans contracting flow — introducing new components, clearer communication and usability improvements grounded in funnel data. Result: +12% conversion in a single quarter.
- Partnered with CX, BI and Brand to establish shared processes and a unified design vision across customer-facing touchpoints — reducing inconsistencies between product, support and marketing experiences.
- Acted as a connective IC across the chapter, raising delivery quality through paired sessions, design feedback rituals and shared frameworks for measuring design impact on business outcomes.

Areas applied: Product Discovery · UX optimization · Component design · Cross-functional partnership · Fintech (lending) · Design vision

## Loft

1 year 8 months

### Staff Product Designer na Loft

September 2022 - March 2023 (7 months)

Remoto

Collaborating with the revolution of the real estate market, driven by Design.

### Senior Product Designer

August 2021 - September 2022 (1 year 2 months)

Remoto

Collaborating with the revolution of the real estate market, driven by Design.

## Zup Innovation

2 years 8 months

### Design Chapter Lead

June 2021 - August 2021 (3 months)

Remoto

### Product Design Lead

March 2021 - August 2021 (6 months)

Remoto

### Product Designer Specialist

January 2019 - March 2021 (2 years 3 months)

Belo Horizonte e Região, Brasil

Product designer specialist advisor at Zup.

Collaborating to the next level of the banking revolution, driven by Design.

## Youse Seguros

### Senior UX/Interaction Designer

January 2016 - January 2019 (3 years 1 month)

São Paulo e Região, Brasil

Collaborating of designing the first Brazilian digital insurance platform:

- \* User research, information architecture, UX and UI design for web, apps and wearable

- \* Advocate for user-centered design

- \* Collaborative workshops concept, data analytics and design system component operation

- \* Ability to generate pixel-perfect production assets.

Product Designer of Youse Auto Insurance product (one year):

- \* User research, information architecture, user experience design, sales force training, ux/ui design, data analytics and iterative design process.

BizDev team member (one year):

- \* Innovation product design and launch of new business models

- \* UX/UI of new apps features, products programs and partnerships integrations

- \* Educational video concept, edit e post production

Engagement team member:

- \* User research, information architecture, UX design for retention initiatives

- \* Educational multimedia content concept, edit e post production

Content Lab team collaborator:

- \* Content Strategy, Information architecture, research and UX design, video scripts, photography direction, videos editing and post production.

Caixa Seguradora

Senior UX/UI Designer

July 2015 - January 2016 (7 months)

Contributing to the creation of the new digital age of the company specializing in the sale of insurance and financial products.

Peppr.

Consultor em UX Design e Gestão de Projetos

April 2012 - June 2015 (3 years 3 months)

Brasília, São Paulo e Rio de Janeiro, Brasil

Project and production process manager.

Webroom Soluções Interativas

UX Designer Pleno e Arquiteto da Informação

March 2009 - April 2012 (3 years 2 months)

Brasília e Região, Brasil

Planejamento de estratégias de marketing digital, User Experience e Arquitetura da Informação.

Atuou na elaboração de projetos de planejamento de user experience de ações de marketing digital, customer intelligence e web analytics.

Mercados de Brasília, Goiânia, Campo Grande, Cuiabá, Rio de Janeiro, São Paulo e Uberlândia-MG.

## P Comunicação

### Planner e Gestor de projetos

February 2007 - October 2008 (1 year 9 months)

Uberlândia, MG

Líder de Projetos Digitais e Diretor de Arte na Fórmula P Comunicação

Entre 2006 e 2008, na consolidação das frentes digitais do mercado publicitário do Triângulo Mineiro, atuei no núcleo digital da Fórmula P (Uberlândia/MG) — liderando entrega técnica, design de interface e UX para contas corporativas e governamentais como Diretor de Arte Web, Gerente de Projetos e Arquiteto de Informação.

#### ## Conta Digital: Prefeitura de Uberlândia

Liderei o planejamento estratégico e a criação de serviços ao cidadão, transformando o portal institucional em plataforma integrada de informação pública.

- CMS Proprietário: arquitetei um sistema customizado de gestão de conteúdo — otimizando o fluxo das secretarias e ampliando transparência, dados e acesso a serviços digitais.

- Arquitetura e Usabilidade: estruturei hotspots sazonais e de utilidade pública para consulta de guias, tributos e atendimento online.

#### ## Grandes Clientes

- Algar Telecom (CTBC): hotspots, portais e banners do lançamento de banda larga e telecom.

- Jornal Correio de Uberlândia: peças digitais levando o principal veículo impresso local ao online.

- ACIUB / FENIUB: plataformas web e páginas de captura para feiras e rodadas de negócios.

- Arroz Resende: hotspots promocionais integrando varejo a engajamento online.

#### ## Tecnologias

Adobe Flash/ActionScript (componentes e banners), Photoshop e Illustrator (layouts em grid e vetorização), HTML/CSS/JS (codificação otimizada) e PHP/MySQL (CMS dos portais corporativos e governamentais).

#### ## Premiações

- Prêmio Tubal Siqueira (Hotsite): prêmio máximo com o Hotsite Institucional do próprio prêmio — assinei layout e interface.
  - FestVÍdeo 2008: suporte digital e peças integradas para o case vencedor do Jornal Correio de Uberlândia.
  - Reconhecimentos adicionais no Tubal Siqueira pelas peças para Prefeitura, FENIUB/ACIUB e Arroz Resende.
- Bagagem em usabilidade, projetos governamentais e refinamento visual — base para minha consolidação em Product Design e UX/UI.

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## Education

Pontifícia Universidade Católica do Rio Grande do Sul

MBA, Tecnologias da Informação e da comunicação · (2004 - 2006)

Unitri - Centro Universitário do Triângulo

3º grau, Ciência da Computação · (1999 - 2003)