

Gabe Attilio

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Unleashing human potential through scalable design

Hello there 🙋

I'm Gabe, I am 35 years old and I'm currently based in São Paulo, Brazil. I believe that by embracing diverse perspectives and fostering continuous learning, design can be a powerful tool for driving positive change.

In my previous roles, I've demonstrated a continuous improvement focus, striving to find the balance between quality, efficiency, and scalability. Whether it's streamlining processes or understanding how to evolve the product, I am constantly seeking ways to learn and grow. I firmly believe that by keeping human understanding at the forefront, we can create solutions that not only meet user needs but drive business outcomes.

Over the past few years, I've immersed myself in continuous learning, and now, I'm looking for fresh challenges to continue my journey of growth.



Experience

Jun 2024 - Sep 2025

Design Lead

Avenue

- Product Development Process structure
- Handoff structure and continuous improvement
- Design ceremonies setup and orchestration
- Team Management
- UCITS MVP

Mar 2024 - May 2024

Design System Operations Consultant

Layup

- Design system setup
- Product redesign

Apr 2023 - Oct 2023

Design Operations Specialist

Origin

- Ceremonies support
- Processes governance

Jan 2023 - Apr 2023

Design Program Manager

Origin

- Brand team projects and workflow management
- Team management
- Design system analysis and reports for continuous improvements
- Design system strategy, support, maintenance
- Processes governance



Experience

Jan 2021 - Dec 2021

Design Operations Manager

Origin

- Team management
- Design system analysis and reports for continuous improvements
- Design system strategy, support, and maintenance.
- Processes governance
- Execution of Tax Filling MVP

Jun 2020 - Dec 2021

Product Designer

Origin

- Execution of Investments product MVP
- Design process structure
- Introduction of discovery and research methods to the product development process
- Design team onboarding structure
- Design system setup to enhance the previous pattern library to establish guidelines and patterns
- Brand materials development

2018 - 2020

Design Operations

Creditas

- Built a design system from zero to hero: governance model, management and production
- Help define how design collaborates with product and engineering team
- Team's standards and templates
- Onboarding guidelines
- Team mentorship: technical and strategy
- Started standards for research operations



Experience

2018 - 2020

Product Designer

Creditas

- Acquisition, Engagement, and Activation squads in Home Equity product

2017 - 2018

Head of Design and Partner

Beetech

- Led and structured the first team structure
- Supported the execution of art direction strategies for campaigns, collaborating with Marketing and Content teams to ensure strategy alignment
- Collaborated on the strategy and execution of the brand portfolio to support the business strategy and expansion
- Acted as a Product Designer to deliver RemessaOnline for Business MVP

Product Designer

Beetech

- Execution of Remessa Online MVP

2015 - 2016

Product Designer

Rádio Vozes

- Brand strategy and visual identity
- Interface design
- Project management support



Experience

2015 - 2016

Art Director

Better Younger

- Campaign creation
- Social media creatives
- Email marketing design and development
- Interface design

2013 - 2014

Web Designer

BlueFoot

- Campaign creation
- Social media creatives
- Email marketing design
- Interface design
- Brand design

2012 - 2013

Creative Art Director

Navigators

- Social media creatives
- Email marketing design
- Campaign creation

2011 - 2012

Web Designer

Restoque SA

Digital Marketing for Le Lis Blanc deux and John John Denim

- Social media creatives
- Email marketing design and development
- Magazine ads



Experience

2010 - 2011

Art Director Intern

BEND Design

- Graphic and web materials production support

2010

Art Director Intern

Topo - Arquitetura da Imagem

- Graphic and web materials production support

2009

Art Director Intern

Objeto Brasil

- Graphic and web materials production support

2008 - 2009

Art Director Intern

Pulpo MKT + COM

- Graphic and web materials production support

2007

Monitor

Fundação Vanzolini

- User support and guidance
- Computer maintenance
- Intranet and video conference monitoring

Skills

- User research
- Ideation
- Prototyping
- User interface
- Strategy
- Leadership
- Communication
- Adaptability



Education

2019 - 2020

Behavioral Economics and Decision Making
FIA - Fundação Instituto de Administração
Graduate Degree

2008 - 2012

Graphic Design
Centro Universitário Belas Artes
de São Paulo
Bachelor Degree

2005 - 2007

Data Processing
FIAP
Technical High School

Certifications

Jul 2024

Forward Program
McKinsey

Nov 2023

Google Project Management
Google

Jul 2023

Project Plannign with Advanced Roadmaps for Jira
Udemy

Mar 2022

Master Class: Continuous Discovery Habits
Product Talk



Certifications

Jun 2021

Design Your Design Org
Rosenfeld Media

Jun 2021

Make Design Systems People Want to Use
Rosenfeld Media

Apr 2021

UI Design Patterns for Successful Software
Interaction Design Foundation

Aug 2020

Design System and Ops Formation
Meiuca

Aug 2020

UX Design Bootcamp
How Bootcamps

Jun 2020

Product Analytics
PunkMetrics

May 2020

Design System Operations Bootcamp
Meiuca

May 2020

Product Analytics
Product Arena

Apr 2020

Hello Design Thinking
IDEO U

Apr 2020

Emotional Intelligence
Escola Conquer

Nov 2019

Creating and Running an Jira Agile Project
Udemy



Certifications

Apr 2020	Product Masterclass: How to Build Digital Products Product School
Dec 2019	The Ultimate Product Guide to Jira Udemy
Nov 2019	Scaling Teams and Delivery with Design Ops IxDA Medellin
Sep 2018	Design Operations Bootcamp How Bootcamps
Dec 2017	The Psychology of Online Sales Interaction Design Foundation
Apr 2017	Become a UX Designer from scratch Interaction Design Foundation
Jan 2016	UX Strategy Mergo User Experience
Dec 2015	Information Architecture Mergo User Experience
Jun 2014	Digital Creative Design EDIT
Jun 2014	Front-end Responsive Web Development EDIT

