

## Gabe Attilio

[gabrielaattilio.com](http://gabrielaattilio.com)

[sayhi@gabrielaattilio.com](mailto:sayhi@gabrielaattilio.com)

[linkedin.com/in/gabrielaattilio](https://linkedin.com/in/gabrielaattilio)

# 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	<b>Design Lead</b> Avenue	<ul style="list-style-type: none"><li>• Product Development Process structure</li><li>• Handoff structure and continuous improvement</li><li>• Design ceremonies setup and orchestration</li><li>• Team Management</li><li>• UCITS MVP</li></ul>
Mar 2024 - May 2024	<b>Design System Operations Consultant</b> Layup	<ul style="list-style-type: none"><li>• Design system setup</li><li>• Product redesign</li></ul>
Apr 2023 - Oct 2023	<b>Design Operations Specialist</b> Origin	<ul style="list-style-type: none"><li>• Ceremonies support</li><li>• Processes governance</li></ul>
Jan 2023 - Apr 2023	<b>Design Program Manager</b> Origin	<ul style="list-style-type: none"><li>• Brand team projects and workflow management</li><li>• Team management</li><li>• Design system analysis and reports for continuous improvements</li><li>• Design system strategy, support, maintenance</li><li>• Processes governance</li></ul>



# 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 Filing 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	• Strategy
• Ideation	• Leadership
• Prototyping	• Communication
• User interface	• Adaptability



## Education

2019 - 2020	<b>Behavioral Economics and Decision Making</b> FIA - Fundação Instituto de Administração Graduate Degree
2008 - 2012	<b>Graphic Design</b> Centro Universitário Belas Artes de São Paulo Bachelor Degree
2005 - 2007	<b>Data Processing</b> FIAP Technical High School

## Certifications

Jul 2024	<b>Forward Program</b> McKinsey
Nov 2023	<b>Google Project Management</b> Google
Jul 2023	<b>Project Planning with Advanced Roadmaps for Jira</b> Udemy
Mar 2022	<b>Master Class: Continuous Discovery Habits</b> 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	<b>Product Masterclass: How to Build Digital Products</b> Product School
Dec 2019	<b>The Ultimate Product Guide to Jira</b> Udemy
Nov 2019	<b>Scaling Teams and Delivery with Design Ops</b> IxDA Meddelin
Sep 2018	<b>Design Operations Bootcamp</b> How Bootcamps
Dec 2017	<b>The Psychology of Online Sales</b> Interaction Design Foundation
Apr 2017	<b>Become a UX Designer from scratch</b> Interaction Design Foundation
Jan 2016	<b>UX Strategy</b> Mergo User Experience
Dec 2015	<b>Information Architecture</b> Mergo User Experience
Jun 2014	<b>Digital Creative Design</b> EDIT
Jun 2014	<b>Front-end Responsive Web Development</b> EDIT

