

ERNESTO CANGUSSU

Senior Product Designer

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SUMMARY

Senior Product Designer with 6+ years designing B2B/B2C web platforms, mobile apps, and SaaS client portals for fintech, developer-tooling, and e-commerce companies across Europe and Brazil. Currently at Wallester, an Estonian fintech, leading the company's first unified design system across web, mobile (iOS/Android), and marketing surfaces, with a workflow that pairs traditional UX methods with AI-augmented research and audit tooling. Previously contributed to growing developer.dell.com to 50,000+ developers (+11% unique users) at Dell Technologies and led a 26-person design team at Jüssi. Background in Automation and Control Engineering shapes a systems-first approach to turning complex platforms into user-friendly products, spanning information architecture and enterprise SaaS design.

SKILLS

Design & Systems: Product Design, UI/UX Design, Design Systems, Information Architecture, Interaction Design, Wireframing, Prototyping, Accessibility (WCAG 2.1)

Research & Validation: Adobe Analytics, User Research, Usability Testing, A/B Testing

AI & Agentic Workflows: LLM Orchestration, Agentic Design Audit, AI-Augmented Design Research

Tools: Figma, Framer, Claude, Figma Make, FigJam

Ways of Working: Agile/Scrum, White-Label Product Design, B2B/B2C Design, Mobile-First & Responsive Design

PROFESSIONAL EXPERIENCE

Product Designer – Wallester · Tallinn, Estonia (Hybrid) · Jun 2026 – Present

- Leading the design and rollout of Wallester's first unified Design System across three product surfaces (B2B Client Portal, mobile app, and the corporate website), in collaboration with the design team.
- Introduced an AI-augmented design workflow using MCP-connected agents integrated with the company's existing tools, applied to design system research, token architecture, competitive audits, and documentation of foundations and components.
- Drove the design of Wallester's B2B portal workflows for transaction management, fund transfers, card issuance, and expense controls, defining interaction patterns and information architecture across a cross-functional team.

Senior Product Designer – Dell Technologies · Porto Alegre, Brazil (Remote) · Dec 2022 – May 2026

- Contributed core design work to developer.dell.com's UX modernization into a developer hub serving 50,000+ developers, achieving 11% growth in unique users and 6% growth in total engagement.
- Extended Dell's design system with new components (dark mode, navigation patterns, data visualization) for enterprise portal requirements, maintaining consistency across 200+ pages.
- Ran end-to-end design: user research with 30+ developers, wireframes and high-fidelity Figma prototypes, usability testing, and handoff with PM and engineering teams.
- Used Adobe Analytics and quarterly usability sessions to improve information architecture, raising search discoverability by 27%; championed WCAG 2.1 AA accessibility across devices and assistive technologies.

Design Lead / Product Designer – Jüssi · São Paulo, Brazil · Oct 2021 – Nov 2022

Design Lead: Mar 2022 – Nov 2022 · Product Designer: Oct 2021 – Feb 2022

- Led design operations across 7+ concurrent client projects (e-commerce, fintech, mobile, SaaS), setting technical direction for research, usability testing, and UI/UX.
- Managed and mentored a 26-person UX team through 1:1s and skill assessments, resulting in 3 promotions.

- Designed end-to-end e-commerce experiences for Brastemp, Consul, and KitchenAid, cutting cart abandonment by 18% through research with 100+ customers and optimized checkout flows.
- Built reusable Figma component libraries and design systems for multiple clients, speeding up iteration cycles and brand consistency; led UX strategy and localization for Yummly's Brazilian app launch (iOS/Android), testing with 50+ beta users.

Product Designer – ioasys · Belo Horizonte, Brazil · Feb 2020 – Sep 2021

- Designed digital products across fintech (Obvia), consumer brands (Suvinil, Monster Energy), a white-label mobile app (NOZ), and B2B platforms, from research through implementation.
- Served as technical coordinator, jury member, and mentor for ioasys Bootcamp 2021, training 20+ designers in UX methodologies, Figma workflows, and design systems best practices.
- Active member of the Design Committee, establishing UI/UX standards, developing a brand new Design System, component libraries, and quality guidelines adopted across 10+ company projects.

EDUCATION

Bachelor of Automation and Control Engineering · 2014 – 2021

Federal University of Lavras, Brazil

CERTIFICATIONS

MCP: Build AI Agents , Deep Learning, USA	08/2025
Product Design in AI , Udemy, USA	03/2024
Systems Thinking for Product Designers , Linkedin Learning, USA	05/2022
Design Thinking , FIAP, Brazil	12/2021
UX Design Bootcamp , XP Educação, Brazil	02/2021

LANGUAGES

Portuguese (Native) · **English** (Advanced) · **Spanish** (Intermediate)

VOLUNTEER

Product Designer – TEDx Belo Horizonte, Aug 2021 – Oct 2021