

Cristiano Dalbem

Senior Product Designer · Design Mentor

I am a self-taught Product Designer with over 10 years of professional experience designing and building digital products. With a robust computational background, I am interested in solving complex problems by designing simple, elegant, sustainable, strategic, and user-centric solutions.

More than a generalist designer I'm also a builder - I'm passionate about executing ideas and seeing them become real things. Many of my personal projects remain active, and they have garnered recognition from notable platforms including Le Monde, ArchDaily, Morning Brew, and Dense Discovery.

R Senior Product Designer, Revolut

Jun 2024 - Present (11 mos)

- End-to-end design of the experience for the new Revolut-branded ATMs, leveraging modern web technologies to deliver a next-gen experience. I've helped set the foundations for a brand new medium for the company by leveraging design patterns from both Web and Mobile worlds. Also designed the full Backoffice experience for managing ATMs. Expected launch in the main cities of Spain in early 2025, and later expansion to the rest of Europe.
- Part-time Designer for CX platform and other internal technical products. Designed features improve how users can design complex ticket layouts, redesigned core components based on user feedback and collaborated with other designers on a vision for how the experience of AI-powered features could feel like.
- Collaborated with Private Banking team exploring a new Concierge product.

NU Senior Product Designer, Nubank

May 2020 - Jun 2024 (4 yrs 2 mos)

- Designed from end-to-end Additional Cards, the first social product of Nubank, enabling customers to extend their credit purchase power to loved ones. I've collaborated in all stages, from research to prototyping and monitoring user feedbacks and metrics after launch. Lift of 25% in customer's average purchase volume and over 450,000 cards requested.
- Designed from end-to-end the Credit Card automatic debit feature, one of the most requested features which increased customer NPS by 2.6% and average account balance by 1.5%.
- Collaborated on the Social Design Sprint cross-team task force, one of the top strategic drivers for the company. This initiative is impacting the whole company's roadmap, and was presented in forums including the CPO and VPs of Product and Design.
- Lead designer of the CX Platform. I built a design vision by researching and prioritizing user needs of CX agents, engineers and developers, connecting them with the business results of enhancing the productivity and quality of the company's award-winning customer support.

👤 Co-founder, Meu Corre

Nov 2020 - Jun 2024 (3 yrs 8 mos)

- Responsible for everything product related: Discovery, Strategy, Research & Product Management and UI/UX Design.
- Raised more than R\$ 200k (~€33k) of funding via FAPERJ, CNPq, and Fundo Brasil, important Brazilian research institutions, and gained access to 2 years of mentorship and workshops on Business and Product Management.
- Successfully launched the app on Google Play in April/2024 and got 1376 app installs in 1st month with coverage of more than 17 new articles including CNN and Globo.

Contact

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No work visa required (EU Citizen)
Current location: Barcelona, Spain

Education

Diplôme d'Ingénieur, Software & Systems Engineering

Institut Polytechnique de Grenoble, France

Computer Science

UFRGS - Federal University of Rio Grande do Sul, Brazil

Skills

UI/UX/Product Design
Prototyping
Mentoring
Entrepreneurship
Web Development
UX Research
UX Metrics
Design Systems
Accessibility

Languages

Portuguese (Native)
English (C1 - Fluent)
French (C1 - Fluent)
Spanish (B2 - Advanced)

Areas Of Interest

Productivity/creativity tools
(Active) Urban Mobility
No-code
Geospatial (maps)
Responsible AI
Data Visualization
Design Systems
Health and well-being



Product Designer, VTEX

Oct 2017 – Apr 2020 (2 yrs 7 mos)

- Redesigned Promotions Admin, improving the experience of the biggest e-commerce stores of Brazil to manage prices and campaigns of their immense product catalogs. I simplified a complex product to reduce user errors and to enable it to scale without damaging the user experience.
- I've led a cross-functional task force that built the company's Design System to help scale and improve consistency in the craft of a growing design team, which went from 3 to 20+. I designed and even coded myself several of its components, including the Data Tables that became the centerpiece of most admin screens.
- In the Financial Experience squad I've worked on the Discovery of a new solution for offering credit to large B2B customers.



UX Designer, Isobar

Feb 2017 – Sep 2017 (8 mos)

- I was responsible for understanding problems, ideating and sketching wireframes for Web and Android/iOS Apps for Enterprise, the biggest car-rental in the world.



Front-end Developer, Isobar

May 2015 – Feb 2017 (1 yr 10 mos)

- Developer on the digital overhaul project of Enterprise Rent-A-Car, the largest car-rental company in the world. Collaborated daily with international teams using the latest web technologies to implement new features and fix bugs meeting Web Accessibility AA standards with the mentoring of The Paciello Group, the biggest authority in the subject.
- As one of the first employees of the new Porto Alegre office, I'm proud to have contributed to the great office culture. I was a founding member of the Dev Relations team, which contributed to promoting events such as Hackathons and Lightning Talks, contributing to knowledge sharing across teams and roles.



Web Developer Intern, Klee Group (Paris, France)

Feb 2014 – Aug 2014 · 7 mos

- Maintenance and development of Klee Store, a Web App for managing store shelves and promotions. My work contributed with performance and usability improvements, as well as new UI features.



R&D Intern, Microsoft Computer Graphics Research Group @ UFRGS

Aug 2011 – Apr 2013 · 1 yr 9 mos

- Developed an extension of a high-performance Color Matting algorithm for real-time video background subtraction using Microsoft Kinect image and depth data layers.
- Development of a 3D Studio Max plugin for automatic generation of NURBS surfaces based on 3D models shapes.
- Maintenance of a plugin for evaluation of nuclei morphology of biological cells.
- Developed a volumetric visualization tool for microtomography of porous structures.



R&D Intern, PET Computação UFRGS

Aug 2011 – Apr 2013 · 1 yr 9 mos

- Development of software for a team of autonomous, AI soccer-playing robots that played in the Robocup 2009 world finals at Graz, Austria.
- Robotics workshops for teenage students in public schools and presentations at the Science Fair of the state of Goiás.
- Preparing and lecturing classes for graduate students, from helping them hone their programming skills to learning exciting new tech.
- As the elected group leader, I managed tasks and people and led the group's rituals.

Other Experiences

Mentor at ADPLIST

Mar 2022 – Present (3 yrs)

50+ free mentorship sessions offered to designers of diverse nationalities and levels of seniority to improve their skills, practice for interviews, and reflect on career.

CicloMapa.org.br

Jun 2019 – Present (5 yrs)

Designer and developer of Brazil's biggest bicycle maps platform. A collaboration with two of the most relevant urban mobility organizations in the country.

Public speaking

Mar 2014 – Present

Since 2014 I've taught more than 13 talks and workshops in prestigious events like Interaction Latin America (ILA), Google IO Extended and TheDevelopersConference.