Cristiano Dalbem

Design Engineer with over 10 years of experience from designing to building digital products. I'm passionate about bringing ideas to life, seeing the positive impact of my work in people's lives and sharing the learnings along the way.

Design Engineer, Ashby
Aug 2025 – **Present** (3 mos)

· Bridging design and engineering to tackle Ashby's most complex product challenges, making the product more powerful and easier to use. Contributions include designing and coding (not vibe-coding!) new features and improving our Design System. Customers include Notion, Shopify, Deel, Reddit, OpenAI, Linear.

Senior Product Designer, Revolut
Jun 2024 – Aug 2025 (1 yrs 3 mos)

· End-to-end UX design of new Revolut ATMs, leveraging modern web technologies to modernise one of banking's oldest touchpoints. Leveraged components from both Web and Mobile Design Systems to build a new design language. Also designed the Backoffice experience for managing those ATMs. Launched in Spain, plans to expand across Europe.

· Designer on the CX team working with products such as the CRM, internal ticket system, CX insights, and other internal technical products. Designed features to improve how users can design complex ticket layouts for solving CX tasks and redesigned core components based on user feedback.

· In collaboration with the Design System team I've created a new theme and custom components optimized for user productivity in web power tools such as the CRM and backoffice systems.

· Designed the backoffice for a remote hiring platform product in Global Hire.

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.

· As the lead designer of the CX Platform, I designed a future vision by researching and prioritizing user needs of CX agents, engineers and developers, connecting them with the business needs of enhancing the productivity and quality of the company's award-winning customer support.

· Collaborated on the Social Design Sprint task force, one of the top strategic drivers for the company, impacting the whole company's roadmap and presented in forums including the CPO, VPs of Product and Design.

· 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%.

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.

- Led a cross-functional task force that built the first 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)

- Responsible for analyzing 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 @ 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 in cancer patients.
- Developed a 3D 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 Goias.
- Preparing and lecturing classes for graduate students, from helping them hone their programming skills to learning exciting new tech.
- As elected group leader, managed tasks, people and rituals.

Other Experiences

Design Engineer @ CicloMapa
Jun 2019 – Present (5+ yrs)

Creator of the biggest bicycle maps platform in Brazil, combining the power of the collaborative OpenStreetMap with design, making cycling data beautiful and easy to use to a wider audience. Winner of the Bicycle Brazil Awards in 2024.

Product @ Meu Corre
Nov 2020 – Jun 2024 (3 yrs 8 mos)

Financial organization app for delivery workers in Brazil. Raised more than €33.000 of public funding and 2 years of business and product trainings and mentorship. Launched in 2024, we got 1376 app installs just in the first month with coverage of more than 20 news articles including CNN and Globo.

Mentor @ 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.

Public speaking

Even being an introverted, I like challenging myself to develop my communication skills with the ultimate goal of being able to share my learnings and experience with the community. I've taught dozens of talks and workshops in prestigious events like Interaction Latin America (ILA), Google IO Extended and TheDevelopersConference.