

ERNESTO CANGUSSU

Senior Product Designer

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SUMMARY

Senior Product Designer with 6+ years designing complex products across fintech, developer platforms and consumer brands in Europe and Brazil. At Wallester, a regulated Estonian fintech, I designed onboarding and verification flows and led the company's first unified design system across web and mobile. My work centres on turning constrained systems into flows people can complete, backed by research and data: at Dell I worked on developer.dell.com (+27% search discoverability, +11% unique users), and at Jüssi I led a 26-person design team on web and mobile products for brands including Cyrela, Deca, Nestlé and Kimberly-Clark. I have an engineering background in Automation and Control, and I use AI daily, from MCP-connected agents for audits and research to prototyping and documentation.

SKILLS

Design & Systems: Product Design, UI/UX Design, Design Systems, Information Architecture, User flows, Motion/micro-interactions, Wireframing, Prototyping, Accessibility (WCAG 2.1)

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

AI & Agentic Workflows: MCP-connected agents, Agentic Design Audit, AI-Augmented Design Research, Agents Orchestration

Tools: Figma, FigJam, Figma Make, Claude, Jira, Confluence

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

PROFESSIONAL EXPERIENCE

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

- Led the design and rollout of Wallester's first unified Design System across three product surfaces (corporate website, mobile app, and the B2B Client Portal), in collaboration with the design team.
- Designed two onboarding and verification flows for business clients and freelancers, balancing compliance requirements with a flow users could complete.
- 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

- Worked on the end-to-end design for developer.dell.com's UX modernization, from user research with 30+ developers, supported by AI-assisted research synthesis, through wireframes, prototyping and usability testing, growing unique users 11%, engagement 6% and search discoverability 27% across a hub serving 50,000+ developers.
- Extended Dell's design system with new components (dark mode and navigation patterns) for enterprise portal requirements, maintaining consistency across 100+ pages, and championed WCAG 2.1 AA accessibility across devices and assistive technologies.
- Designed from scratch an internal self-service platform for Dell's own engineering teams, addressing tool fragmentation and access friction across the organization.
- Contributed to an internal generative AI initiative focused on infrastructure tooling, applying research, prototyping, ideation, and information architecture.

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

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

- Led design teams across 7+ concurrent web and mobile projects for brands including Cyrela, Deca, Nestlé (Nutren Senior app) and Kimberly-Clark (Kira, a women's health app), setting direction for research, usability testing and UI/UX.
- Led design for the Cyrela and Living website redesigns, turning research with 214+ buyers and brokers and a 2-day design sprint into a new site blueprint built to convert online visits into showroom leads.
- Redesigned product discovery for Deca's website (Dexco) from discovery through design QA: rebuilt the product tree around rooms, made search the main entry point with suggestions and filters, and delivered a visual identity aligned to the rebrand, growing user retention 42%.
- 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.
- Managed and mentored a 26-person UX team through 1:1s and skill assessments, resulting in 3 promotions.

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

- Designed digital products across fintech (Obvia), consumer brands (Suvini, 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