Saulo Bernardino

Senior Product Designer · Digital Product Strategy · Applied AI

Recife, Brazil · Hybrid or remote · saulobernardino@gmail.com · linkedin.com/in/saulobernardino · saulobernardino.com

SUMMARY

Senior Product Designer with 15+ years in design, in UX and digital product since 2019, and focused since 2022 on B2B, industrial and corporate digital products. I work at the decision layer: discovery to define what to build — and what not to build — and systems thinking with applied AI to carry the decision into the product, from coded prototypes to agents. Led design for a B2B self-service platform in the flat-glass industry and ran discoveries that stopped 7 projects before they cost development. Author of Glass, a design framework published at saulobernardino.com/glass.

EXPERIENCE

Senior Product Designer

Grupo Cornélio Brennand (GCB) — Tecnova

Oct 2025 – Present · Recife, Brazil · Hybrid

- Led research on digitizing the flat-glass value chain: 7 studies, interviews with processors, glaziers and consumers, and a service blueprint, resulting in 31 prioritized opportunities for leadership.
- Build the coded design system for 3 brands (VIVIX, Atiaia and Corporate), for products on SAP Fiori and Mendix, used as the base for AI-assisted prototyping.
- Moved complex sales processes into a traceable digital flow, based on field study and interviews with account managers and sales leadership.
- Created a value demonstration framework to communicate technology results to executives: 41 strategic questions, 3 personas and 9 types of gain, delivered as an executive dashboard.
- Judge and mentor at an internal AI hackathon for business teams.

Product Designer (UX/UI)

Grupo Cornélio Brennand (GCB) — Tecnova

May 2022 – Oct 2025 · Recife, Brazil

- Led design for the group's B2B self-service platform in the flat-glass industry — orders, support tickets, after-sales and finance: 11 features shipped and 110% of target in 2023 and 2024.
- Ran discoveries that led to stopping 7 projects before development.
- Conducted user research — interviews, usability tests, field studies and behavioral analysis with Hotjar — with B2B customers and internal teams.
- Created the group's Brand Guidelines and a Design Kit for products on SAP Fiori and Mendix, adopted by multiple squads.
- Recognized as standout of the year by the Finance Board in 2022, my first year at the company.

Product Designer (Consultant)

Stepps — A Schmersal Partner

Oct 2024 – Feb 2026 · Remote

- Led discovery for StepSafe, an industrial safety product using computer vision: competitive analysis of 12 companies in 4 countries, public accident data, and interviews with customers and sales reps.
- Defined product architecture and a 3-horizon roadmap; MVP deployed at 2 customers.
- Redesigned the MVP's brand in 30 days for a trade show in Germany.

Design Lead

Go Doctors

Jan 2021 – Apr 2022 · Recife, Brazil

- Led the design team of a digital content startup for healthcare; brand positioning, research and style guides.

Graphic Designer (Contractor) · Paulo Miranda Digital · Aug 2019 – Jan 2021 · Recife, Brazil

Founder / Designer

Estúdio Visio

2010 – 2016 · Recife, Brazil

- Visual identities and websites for corporate clients, running the full commercial cycle.

PERSONAL PROJECTS

- **Glass** — an 11-step design framework, with lenses and repertoire, for making what matters visible. saulobernardino.com/glass
- **Brain** — a personal AI agent application (Next.js, Claude, voice), in production, built to learn agent architecture hands-on.
- **Political Impact Map** — an educational visualization tool that models how policies affect different people, by profile, regime and area. impacto-politico.vercel.app

RECOGNITION

- 1st place among 40+ teams — Low Hack TrueChange & Siemens 2024. Solution: Camalearn, AI-powered adaptive assessment for inclusive education.

EDUCATION

- MBA in AI-driven Innovation and UX — Unifast · expected Dec 2026
- Bachelor's in Interior Design — UniFBV Wyden · 2007–2010
- Courses: Digital Product Metrics (PM3, 2023) · UX Writing (Alura, 2022) · Tech for Non-Techies (Cesar School, 2022) · UI Design (UI Expert, 2021) · UX Design (Design Circuit, 2020)

SKILLS

Product Strategy, Product Discovery, UX Research, Field Study, Service Blueprint, User Journey Mapping, Usability Testing, Roadmapping, Prioritization, Product Metrics, Digital Transformation, Design Systems, UX/UI, Prototyping, Code-based Prototyping, Interaction Design, Information Architecture, Generative AI, AI-assisted Prototyping, AI Agents, Critical Thinking, Research Synthesis, Systems Thinking, Stakeholder Management, Executive Communication.

Tools: Figma, Hotjar, Jira, Miro, Notion, Claude, Cursor.

Platforms I design for: SAP Fiori, SAP BTP, Mendix.

LANGUAGES

Portuguese — native · English — intermediate (reading and writing)