

# EDUARDO GARCIA

## Senior Product Designer | B2B SaaS UX for Complex Systems & Data Platforms

Porto, Portugal - EU Work Authorization

+351 929 328 441 • eduardogarciadesigner@gmail.com • [Portfolio Website](#)

### PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of experience designing B2B SaaS platforms, enterprise systems, internal tools, and data-driven digital products across industries including water treatment, logistics, healthcare, telecom, and e-commerce.

Specialized in end-to-end product design, UX strategy, interaction design, usability testing, and cross-functional collaboration. Experienced in transforming complex workflows, operational systems, and large datasets into intuitive and scalable user experiences.

Strong background working with agile product teams, product managers, developers, engineers, and stakeholders to deliver user-centered solutions aligned with business goals and operational efficiency.

Experienced in:

- Product Design
- UX/UI Design
- Design Systems
- User Research
- Information Architecture
- Dashboard Design
- SaaS Platforms
- Enterprise UX
- Data Visualization
- Product Discovery
- Interaction Design
- Usability Testing
- Design Thinking
- Agile Methodologies

## PROFESSIONAL EXPERIENCES

### Senior Product Designer

Waterleau – Belgium/Portugal Hub  
Jun 2024 – Present

- Lead the end-to-end product design process for cloud-based SaaS platforms focused on water and wastewater treatment operations
- Design dashboards, workflows, and operational interfaces for data-heavy environments
- Conduct UX research, usability testing, and stakeholder workshops to support product decisions
- Collaborate with developers, engineers, product managers, and business stakeholders in agile environments
- Create wireframes, user flows, prototypes, high-fidelity interfaces, and scalable design solutions
- Contribute to product strategy, feature prioritization, and continuous product improvement
- Ensure consistency through design systems and interface standards

Keywords: SaaS, B2B, UX Research, Product Design, Dashboard Design, Design Systems, Data Visualization, Agile, Enterprise UX

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### Senior Product Designer

Act digital – São Paulo, Brazil  
Sep 2022 – Sep 2023

- Designed enterprise digital products focused on operational and business workflows
- Facilitated collaboration between product teams, stakeholders, and users to align business and user needs
- Conducted discovery activities, behavioral analysis, and user research to guide product decisions
- Created user journeys, wireframes, prototypes, and interface solutions for complex systems
- Supported continuous improvement initiatives and product optimization processes

Keywords: Product Discovery, UX Strategy, Enterprise Systems, User Flows, Interaction Design, Stakeholder Management

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### Senior Product Designer

MadeiraMadeira – Curitiba, Brazil  
May 2022 – Aug 2022

- Redesigned internal logistics and warehouse management systems
- Conducted usability testing, workflow mapping, and discovery sessions to identify operational pain points
- Improved information structure and operational workflows for internal users
- Worked closely with multidisciplinary teams during ideation, prototyping, and validation phases

Keywords: Internal Tools, Logistics Systems, UX Research, Operational Workflows, Product Design

## UX Designer

**KaBuM!** – São Paulo, Brazil  
Jan 2022 – May 2022

- Led UX initiatives using hypothesis-driven design methodologies
- Conducted user analysis and usability validation activities
- Developed wireframes, prototypes, and user-centered interface solutions
- Applied agile methodologies and iterative testing approaches

Keywords: UX Design, Prototyping, User-Centered Design, Agile, E-commerce

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## UI/UX Designer

**Cianet** – Florianópolis, Brazil  
Nov 2020 – Dec 2021

- Led UX and interface design initiatives for digital products and communication platforms
- Structured a mobile-first redesign strategy for the company website
- Conducted surveys, usability analysis, and user behavior research
- Facilitated workshops including Sprint 2.0 and Lightning Decision Jam
- Developed wireframes, prototypes, and iterative interface improvements

Keywords: Mobile-First Design, UX Strategy, Workshops, User Research, Telecom

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## Digital Designer

**Unimed Juiz de Fora** – Brazil  
Feb 2014 – May 2018

- Developed digital interfaces and communication materials aligned with brand standards
- Led UI design for a mobile application used by healthcare professionals
- Collaborated with stakeholders to align usability and business requirements
- Supported product adoption through user-centered design decisions

Achievement: Reached nearly 50% user adoption within 45 days after launch

Keywords: Healthcare UX, Mobile Applications, UI Design, Product Adoption

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## Graphic Designer

**CRITT** - Centro Regional de Inovação e Transferência Tecnológica – Brazil  
May 2013 – Feb 2014

- Contributed to strategic planning and communication initiatives for a regional innovation and technology project
- Conducted benchmarking and market research on national and international technology ecosystems
- Contributor to the Science and Technology Park Project of Juiz de Fora e Região.

## EDUCATION

**Universidade do Porto** - Postgraduate Degree – Interaction Design for Web and Games 2023 – 2024

**Escola Conquer** - Postgraduate Degree – Business Intelligence & Analytics 2022 – 2023

**Academies Australasia** - English Language Program 2018 – 2019

**Universidade Federal de Juiz de Fora** - Bachelor's Degree – Visual Design 2009 – 2014

## CERTIFICATIONS

- Design Systems in Figma – cfPRO (2025)
- Design for a Better World – Don Norman
- UX Research Training
- Product Metrics
- Agile Projects with Scrum
- Behavioral Design
- Product Management Fundamentals

## CORE SKILLS

### Product & UX

- Product/UX/UI Design
- UX Research & User Interviews
- Usability Testing
- Information Architecture
- Interaction Design
- User Flows
- Design Systems
- Product Discovery
- Dashboard Design
- Data Visualization
- Accessibility
- Enterprise UX
- B2B SaaS

### Tools

- Figma
- FigJam
- Miro
- Maze
- Hotjar
- Google Analytics
- Adobe Creative Suite
- FlutterFlow
- Claude AI / ChatGPT/ Copilot
- Synthesya AI

### Technical & Agile

- Jira
- Confluence
- Scrum
- Agile Methodologies
- HTML
- CSS
- Basic JavaScript

### Languages

- Portuguese – Native
- English – C1 Advanced

## PROFESSIONAL FOCUS

Focused on designing complex digital products, operational platforms, and B2B SaaS experiences that simplify workflows, improve usability, and support data-driven decision-making.