EDUARDO GARCIA

Senior Product Designer / UX Strategy, Research and Complex B2B Products

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PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years focused on UX and product design, supported by more than a decade across digital and visual design. Designs complex B2B platforms, operational workflows and e-commerce journeys from discovery through validation and development handoff. Combines user research, service blueprinting, interaction design, data-informed decisions and scalable design systems to connect user needs with business rules and technical constraints. Experienced partnering with Product, Engineering, Operations, Commercial and Marketing teams in industrial technology, logistics, telecom, healthcare and e-commerce.

CORE SKILLS

STRATEGY & RESEARCH	Product Discovery | UX Strategy | User Research
JOURNEYS & METHODS	Journey Mapping | Workshop Facilitation | Service Blueprints
DESIGN & ARCHITECTURE	End-to-End UX/UI | Information Architecture | Interaction Design
PROTOTYPING & SYSTEMS	Prototyping | Design Systems | Data-Rich Dashboards
VALIDATION & DELIVERY	Usability Testing | WCAG Accessibility | Agile Delivery | Stakeholder Alignment
PRODUCT CONTEXT	B2B SaaS | E-commerce

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | Waterleau

Jun 2026 - Present • *Belgium / Portugal Hub*

- Expanded into digital marketing leadership following an internal restructuring, coordinating international campaigns, events and digital initiatives across Commercial, Engineering, regional teams and external suppliers.
- Apply analytics, customer-journey thinking and AI-assisted workflows to landing pages, content operations, campaign planning and cross-functional decision-making while maintaining a long-term focus on product and experience design.

Senior Product Designer | Waterleau

Jun 2024 - Jun 2026 • *Belgium / Portugal Hub*

- Led discovery and end-to-end UX/UI for SmartLab and WEP, B2B platforms supporting water-treatment operations and multidisciplinary plant-engineering delivery.
- Interviewed engineering stakeholders and mapped workflows spanning process, mechanical, electrical and automation engineers, project managers, plant operators and business stakeholders.
- Designed SmartLab's main OPEX experience to connect plant consumption with financial meaning and improvement opportunities, clarifying the product's value beyond SCADA monitoring.
- Created a proof of concept for WEP's unified structure and delivered the process and automation module for development, translating dependencies into product architecture and user flows.
- Coordinated the redesign and consolidation of a shared SmartLab/WEP design system for accessible, data-heavy dashboards and engineering workflows.

Senior Product Designer | Act Digital - CNP Holding and Supergasbras

Sep 2022 - Sep 2023 • *Brazil*

- Mapped CNP's consortium e-commerce service across commercial rules, product options, customer journeys, cart behavior and platform dependencies using service blueprints and process documentation.
- Structured information architecture and interactive purchase flows, validating usability and requirements with Commercial before the initiative was paused following a change in project leadership.
- Designed and internally validated a responsive B2B bulk-purchase and high-volume cart flow for Supergasbras, delivering a navigable prototype and development-ready specifications.

PROFESSIONAL EXPERIENCE / CONTINUED

Senior Product Designer | MadeiraMadeira

May 2022 - Aug 2022 • *Brazil*

- Investigated a recurring reverse-logistics error through warehouse interviews, workshops and end-to-end workflow analysis across operational, fiscal and system touchpoints.
- Redesigned the critical inbound inspection interaction, conducted usability testing and delivered the validated solution to Engineering.
- The operations manager reported no recurrence of the targeted internal error during the first month after release.

UX Designer | KaBuM!

Jan 2022 - May 2022 • *Brazil*

- Redesigned the e-commerce RMA and product-return journey, replacing a single oversized form with a conditional information flow tailored to each return scenario.
- Mapped user needs and business rules, tested the prototype and delivered the approved solution to the digital team; production implementation was not confirmed before departure.

UI/UX Designer | Cianet

Nov 2020 - Dec 2021 • *Brazil*

- Initiated the UX-led redesign of a B2B telecom website through remote customer interviews, Hotjar and Google Analytics analysis, stakeholder workshops and mobile-first prototyping.
- Ran remote usability testing with Maze and handed the validated specification to an external development partner; the redesigned website launched after departure.

Founder and Digital Designer | Independent Studio

2019 - 2020 • *Brazil*

- Managed discovery, scope, design and delivery of websites, digital communication and visual systems for local microbusinesses.

Senior Graphic and Digital Designer | Unimed Juiz de Fora

Feb 2014 - May 2018 • *Brazil*

- Led UI design for a mobile application serving approximately 1,300 cooperative physicians; the company measured nearly 50% adoption within 45 days of launch.
- Delivered digital products, websites and communication initiatives while maintaining brand and interface consistency.

EDUCATION

Postgraduate Certificate, Interaction Design for Web and Games | University of Porto | 2023 - 2024

Postgraduate Certificate, Business Intelligence and Analytics | Escola Conquer | 2022 - 2023

Bachelor's Degree, Visual Design | Federal University of Juiz de Fora | 2009 – 2014

TOOLS, TRAINING AND LANGUAGES

Tools Figma, FigJam, Miro, Maze, Hotjar, Google Analytics, Jira, Confluence, Adobe Creative Suite, Claude, ChatGPT, Microsoft Copilot, Synthesia, HTML and CSS

Selected training Design Systems in Figma, UX Research, ResearchOps, Product Metrics, Behavioral Design, Agile Projects with Scrum, Product Management Fundamentals, AI for Designers

Languages Portuguese - Native | English - C1 Advanced | Spanish - Elementary

Work location Based in Porto and available for employment in Portugal