

EDUARDO GARCIA

Senior Product Designer specializing in B2B SaaS, Enterprise Platforms and Complex Operational Systems

Porto, Portugal • EU Work Authorization

+351 929 328 441 • eduardogarciadesigner@gmail.com

Portfolio - www.eduardogarciadesigner.com • **LinkedIn** - www.linkedin.com/in/eduardogarciadesigner/

PROFESSIONAL SUMMARY

Senior Product Designer with 8+ years of experience designing B2B SaaS platforms, enterprise systems, and data-driven digital products across logistics, water treatment, healthcare, telecom, and e-commerce industries. Specialized in simplifying complex workflows, improving operational usability, and collaborating with cross-functional teams to deliver scalable digital products aligned with business and operational goals.

CORE EXPERTISE

Enterprise UX • B2B SaaS • Product Design • Complex Systems • Operational Platforms • Workflow Optimization • Product Discovery • UX Strategy • Design Systems • Dashboard Design • Data Visualization • Information Architecture • Cross-functional Collaboration • AI-assisted Workflows

PROFESSIONAL EXPERIENCE

Senior Product Designer

Waterleau — Belgium / Portugal Hub | Jun 2024 – Present

- Lead product design initiatives across two SaaS platforms for water and wastewater treatment operations
- Collaborate with Product and Engineering teams on feature scoping, functional analysis documentation, and product organization processes
- Design operational dashboards and data-heavy interfaces for industrial workflows and monitoring systems
- Introduced AI-assisted workflows to support documentation, task organization, and product operations efficiency
- Reduced onboarding complexity for digital teams by creating AI-generated training and onboarding videos
- Contribute to scalable UX standards and cross-squad feature implementation in agile environments

Senior Product Designer

Act digital / CNP Holding — Brazil | Sep 2022 – Sep 2023

- Collaborated with Product Management to map business operations and structure product documentation for development teams
- Supported workflow definition and operational alignment for enterprise platform initiatives
- Contributed to the adoption and scalability of a shared design system across product workflows
- Facilitated discovery activities and cross-functional collaboration to support product structuring decisions

Senior Product Designer

MadeiraMadeira — Brazil | May 2022 – Aug 2022

- Redesigned a critical warehouse return workflow that eliminated recurring operational errors causing incorrect inventory reintegration and unnecessary storage costs
- Led investigation and workflow analysis for complex logistics and fiscal return processes
- Improved operational usability for internal warehouse teams handling returned and damaged products
- Collaborated with multidisciplinary teams during ideation, validation, and implementation phases

UX Designer

KaBuM! — Brazil | Jan 2022 – May 2022

- Mapped and redesigned the cancellation workflow by aligning CX and Sales business rules
- Reduced internal friction and improved response consistency for customer cancellation requests
- Conducted workflow analysis and user-centered validation activities to support operational efficiency
- Collaborated with agile product teams to deliver scalable UX improvements

UI/UX Designer

Cianet — Brazil | Nov 2020 – Dec 2021

- Led UX research initiatives identifying customer demand for transactional platform capabilities beyond a catalog-only experience
- Contributed to the platform evolution toward a more e-commerce-oriented product experience
- Supported product strategy decisions through usability analysis, workshops, and behavioral research
- Facilitated collaborative sessions including Sprint 2.0 and Lightning Decision Jam

Digital Designer

Unimed Juiz de Fora — Brazil | Feb 2014 – May 2018

- Led UI design initiatives for a mobile application used by healthcare professionals
- Collaborated with stakeholders to align usability requirements and operational business needs
- Supported user adoption through user-centered interface decisions and product communication initiatives
- Reached nearly 50% user adoption within 45 days after product launch

EDUCATION

Universidade do Porto

Postgraduate Degree — Interaction Design for Web and Games | 2023 – 2024

Escola Conquer

Postgraduate Degree — Business Intelligence & Analytics | 2022 – 2023

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

TOOLS & TECHNOLOGIES

Figma • FigJam • Miro • Maze • Hotjar • Google Analytics • Jira • Confluence • Claude AI • ChatGPT • Copilot • Synthesia • HTML • CSS

LANGUAGES

Portuguese — Native
English — C1 Advanced