

Bruno Rosa

Design Engineer · Senior Product Designer

oi.brunorosa@gmail.com

brunorosadesigner.framer.website

linkedin.com/in/brunobrosa

São Paulo, Brazil · +55 11 99751-8075

Product designer with 8+ years shaping digital products for Nubank, Mercado Livre, and Dell — now building at the intersection of design and engineering. I pair a decade of UX/UI intuition with AI-native development (LLMs & agents) to move beyond pixels and architect entire product lifecycles: from high-fidelity UI to shippable, scalable code.

EXPERIENCE

Senior Product Designer — Nubank

Apr 2025 — Present · Remote

On the Global Accounts team, designing money-movement journeys for 100M+ customers across Latin America. Shipped the experience that lets customers deposit and withdraw cash at 30,000+ retail locations in Mexico, plus local cash-in/cash-out and digital deposits across markets — supporting a platform that moved \$230B+ in six months.

Founder & Design Engineer — ObsCare

Nov 2025 — Present · Remote

Building a health-tech micro-SaaS end to end as a solo builder — collapsing the distance between idea and shipped product. Own the full stack: high-fidelity UI, front end (Flutter), backend (Supabase), and AI-assisted development. Currently pre-launch, with end-to-end accountability for the entire user journey.

Senior Product Designer — Dell Technologies

Oct 2022 — Apr 2025

Product designer in the Infrastructure Solutions Group, owning end-to-end design for Dell's server e-commerce platform. Led redesigns of the Data Protection, Servers, and HCI journeys that lifted click-through and callback rates, improved comparison-tool engagement, and built a Figma-based micro front-end library to streamline reuse across teams.

Product Designer — Mercado Livre

Mar 2021 — Nov 2022

At Mercado Pago, designed experiences empowering merchants across a 270M-user ecosystem. Redesigned Wallet Connect (integrations with Disney+ and Google Store), enhanced Shopify and WooCommerce checkout flows, and led the design of the e-commerce administrator interface.

Earlier — PagBank, Via Varejo & others

2015 — 2021

Design-system work and web-component documentation at PagBank and Via Varejo; UX research at PagBank Research Ops and Try Consultoria; UX instruction at Digital House; and earlier UI and graphic design roles.

CORE STACK

Product Design (UX/UI)
Design Systems & Ops
Flutter · Supabase
AI-Assisted Development (LLMs & Agents)
Design Research · Team Leadership

EDUCATION

Universidade Cruzeiro do Sul
Graphic Design (Technologist)

Tera — Digital Product Leadership
Digital House — UX Design Intensive

CERTIFICATIONS & LANGUAGES

Design System & Ops · Design System Bootcamp · UI & Design System · Styleguides for Apps · UX Foundations: Interaction Design — Portuguese (Native) · English (Full Professional)