

Jhonatan Rafael Ferreira

Product Design Specialist | Staff / Principal Product Designer

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PROFILE

Product Design Specialist with 12+ years in Design and experience across digital product, leadership, and product strategy. I work on complex, ambiguous problems by connecting discovery, research, user experience, business goals, and technical feasibility. My background includes cross-product influence, close partnership with Product, Engineering, and Data, Design Systems evolution, and designer mentorship. I remain hands-on with journeys, flows, prototypes, and interfaces, and use generative AI to accelerate investigation, synthesis, exploration, prototyping, and documentation. Previous experience as a Product Design Manager and Product Owner strengthens my senior individual-contributor practice in strategy, prioritization, trade-offs, and design maturity.

CORE CAPABILITIES

Product Strategy & Discovery • UX Research • Systems Thinking • Design Systems • Interaction Design • Prototyping • GenAI for Product Design • Cross-functional Leadership • Mentoring & Design Critique

EXPERIENCE

YDUQS

Product Design Specialist

May 2024 - Present

- Work across multiple products in a digital education ecosystem, framing problems and defining journeys, flows, and solutions in close partnership with Product and Engineering.
- Contributed to bringing the assessment operation in-house, moving from a third-party solution to an internally managed product, reducing vendor dependency and operating costs while increasing control over product evolution.
- Led discovery work across online and in-person assessments, practice exercises, and mock exams, researching student, faculty, and operational needs and translating insights into hypotheses, flows, prototypes, and interfaces.
- Support cross-product and cross-brand initiatives, Design System evolution, and mentorship of junior and mid-level designers; use GenAI across discovery, synthesis, hypothesis exploration, flows, prototyping, and documentation.

Foregon

Product Design Lead / Specialist

Oct 2023 - Apr 2024

- Served as a Product Design technical reference, connecting discovery, research, data, and strategy, and leading experience decisions from problem investigation through validation.
- Conducted UX research, usability testing, and A/B testing; contributed to the Magnetita Design System and mentored designers through Design Critiques and technical guidance.

Product Owner & Product Design Manager

Oct 2022 - Oct 2023

- Worked across Product Management and Design Leadership, connecting strategy, user experience, business, and squad execution; managed backlog and contributed to roadmap evolution.
- Prioritized opportunities using research, behavior, metrics, business impact, and technical feasibility, defining hypotheses, success criteria, and incremental delivery plans.

Product Design Manager

Jul 2021 - Jan 2023

- Led the Product Design chapter, developing designers through 1:1s, feedback, development plans, and mentoring while supporting high-complexity discovery and experience decisions.
- Established and evolved Design Critiques, handoff, and Design-Engineering collaboration, while contributing to design maturity, UX standards, and Design System consistency.

Leanwork Group

Lead Designer

Oct 2020 - Jul 2021

- Led and executed design across digital education products, including solutions for mentoring, professional services, and education systems.
- Worked on e-commerce evolution by creating and reviewing flows and interfaces, and designed the company website from information architecture through UI.
- Partnered with Product and Technology, supported designers throughout delivery, and balanced UX/UI quality, business needs, and technical feasibility.

EARLIER EXPERIENCE

Marca Publicidade

Senior Art Director

Oct 2018 - Nov 2020

Creative direction and leadership across campaigns, branding, audiovisual, and communication projects for multiple clients; guided designers, worked directly with clients, and reviewed concepts and final deliveries.

Agência Marcão Kareca

Art Director

Jun 2016 - Oct 2018

Created and directed campaigns, visual identities, branding, and audiovisual concepts, with responsibility for designer guidance, creative review, client briefings, and presentations.

Additional experience: Agência Attak - Creative Director (2016); Madre m&p - Art Director (2015); SH Marabá - Layout Designer (2014-2015); Rede Massa | SBT - Video Editor (2013-2014); W.up Marketing e Branding - Art Assistant (2014); Macrolmagen - Production Artist (2012-2013); Condor Gráfica - Production Artist (2012).

EDUCATION

FIAP — MBA - Future-Centered Design | Jan 2026 - Dec 2026

Tera — Digital Product Leadership | Apr 2023 - Feb 2024

UniFil - Centro Universitário Filadélfia — Postgraduate Specialization - Design, Creation and Expression | Jan 2022 - Apr 2023

Alura — UX & Design Program | Jan 2019 - Jan 2020

Universidade Norte do Paraná — B.A. - Multimedia Visual Arts | 2012 - 2015