

# Alexandre Schrammel

## Staff Product Designer

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## PROFESSIONAL SUMMARY

Staff Product Designer with 10+ years of experience designing enterprise SaaS platforms, design systems, and complex authoring tools reaching millions of users. Strong focus on platform UX, system architecture, and close collaboration with engineering to unblock teams and enable scalable product development. Proven track record delivering foundational systems used across multiple products, including AI-powered experiences serving 1000+ enterprise customers.

## CORE COMPETENCIES

Product Design | UX/UI Design | Enterprise SaaS | B2B SaaS | Design Systems | Platform Architecture | User Experience Design | Interaction Design | Information Architecture | Accessibility | UX Research | Prototyping | Wireframing | User Testing | A/B Testing | Agile Development | Cross-functional Collaboration | Developer Experience (DX) | Front-end Collaboration | Design-to-Code Workflows | AI-Powered Features | Product Strategy

## PROFESSIONAL EXPERIENCE

### Senior Product Designer | Appcues

03/2022 - Present

- Led hands-on design of the core experience authoring platform serving 1000+ enterprise customers, partnering closely with a Principal Engineer to define UX architecture and technical constraints
- Designed and implemented a foundational design system and authoring model that enabled multiple product teams to ship new building capabilities 30% faster
- Owned UX for complex platform initiatives including Flows 2.0, Launchpad 2.0, embedded experiences, and AI-powered features (Captain AI) impacting millions of end users
- Collaborated deeply with engineering to improve developer experience, interaction consistency, and system scalability, reducing QA friction by 40% across multiple teams
- Acted as a force multiplier across teams by unblocking design and implementation challenges in shared platform areas

### Lead Product Designer | Podopolo - Modus Create

01/2021 - 03/2022

- Defined the product and design vision for a consumer-facing mobile application, spanning listener, podcaster, and content discovery experiences
- Led and mentored a small design team while collaborating with engineering teams
- Built and maintained a shared design system, increasing delivery speed and consistency across teams

### Product Design Specialist | Platform Builders - Fintech

04/2020 - 12/2020

- Designed fintech and banking products for enterprise clients including Telefônica (Vivo) with 100M+ subscribers, Energisa, and DPSP

- Led initiatives focused on interaction consistency, UX quality, and scalable design patterns
- Supported designers through mentorship and best-practice sharing

#### **Senior Product Designer | Xerpa - Xerpay / Growth**

*11/2019 - 04/2020*

- Worked within a Growth team to improve activation, engagement, and retention across a multi-product HR and payroll platform
- Supported experimentation and data-informed design decisions

#### **Senior Product Designer | Zup Innovation - Financial Services**

*03/2019 - 11/2019*

- Served as lead designer for enterprise financial applications in regulated environments
- Owned research, discovery, UX strategy, and UI execution across complex workflows

## **TECHNICAL SKILLS**

**Design Tools:** Figma, Adobe Creative Suite, Lottie

**Research & Analytics:** UserTesting, Hotjar, Canny, Fullstory, Mixpanel, Amplitude, Google Analytics, Typeform

**Development:** JavaScript, React, React Native, NextJS, HTML, CSS, Git

**Methodologies:** User Research, Usability Testing, A/B Testing, Analytics, Agile/Scrum

## **INDEPENDENT PROJECTS**

**Fringue.app | Founder & Product Designer**

*2020 - Present*

Founded and designed web and iOS SaaS platform. Owned product strategy, system architecture, UX, design system, and implementation end-to-end

**Invx.app | Founder & Product Designer**

*2019 - 2021*

Founded invoice management SaaS platform. Led product design, system architecture, and operational workflows serving small business clients

## **EDUCATION**

**Bachelor's Degree - Computer Science (In Progress, Part-Time)**

*UniAmérica - São Paulo | Expected 2028*

**Associate's Degree - Graphic Design**

*IESB - Brasília | Graduated 2016*

## **LANGUAGES**

**Portuguese:** Native

**English:** Fluent

**Spanish:** Intermediate