

Gabriel Pule

Lead Product Designer

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SUMMARY

Lead Product Designer with 13+ years of experience transforming complex challenges into user-centered, AI-powered products. Expert in cross-functional collaboration, iterative design, and delivering outcomes that align user needs with business goals. Strong focus on sophisticated simplicity, usability, and data-informed decisions.

EXPERIENCE

Corteva Agriscience Lead Product Designer Remote

Apr 2022 – Present

- Led design strategy for AI-powered agricultural tools with PMs, engineers, and data scientists
- Directed 3 cross-functional squads on product discovery, roadmap planning, and delivery
- Created iterative 6-week sprint frameworks to reduce product delivery risk
- Advocated design system governance and accessibility-first practices
- Designed conversational UIs for AI assistants serving agronomic decision-making
- Mentored 2 designers and helped align teams on user and business goals

Pipefy Senior Product Designer Remote

Jan 2021 – Apr 2022

- Redefined key workflows and interface of the workflow automation platform
- Led changes to form builder experience; achieved +178% retention
- Used behavioral analytics and qualitative feedback to drive 40%+ increases in user adoption
- Worked across squads to validate UX through user interviews, A/B testing, and metrics
- Delivered experiments based on success patterns to guide users from simple to complex needs

Checklist Fácil Senior UX Designer Florianópolis

Nov 2019 – Jan 2021

- Rebuilt the product UX to support low-code form builders for non-technical users
- Unified design system and improved design/development handoff
- Conducted usability testing, stakeholder interviews, and competitive research
- Improved visual UI, onboarding, and dashboard experiences across customer segments

—Increased platform adoption and lowered user support tickets

GeekHunter Brasil Product Designer Florianópolis

Jun 2018 – Nov 2019

—Led onboarding redesign for developers; increased profile completion rate by 70%

—Implemented gamification techniques and streamlined UX through iterative testing.

Various Companies UX Designer, Lead Designer

2011 – 2018

—Decora: Prototyped internal business tools using Sketch, Marvel, and worked with Unity/Unreal teams

—Farmácias FTB: Created UI, branding, and web designs; supported marketing and product rollouts

—Studio C, Valorize Design, Northeast Games Studio: UX/UI, game design, VFX, brand identity projects

EDUCATION

Bachelor of Science in Computer Science

UFRPE-UAG, Garanhuns, Brazil

2017

SKILLS

DESIGN

Product Design • UX Research • AI UX • Design Systems • Interaction Design

ANALYSIS

Data Analysis • Prototyping • A/B Testing • User Interviews

TOOLS

Figma • Mixpanel • Amplitude • Dovetail • Metabase

FEATURED PROJECTS

AI Agronomist Agent

Corteva

Conversational UX and dashboards for AI assistant

Form Builder Redesign

Pipefy

Simplified experience led to 40% increase in sign-ups at Pipefy

Low-Code Checklist Tool

Checklist Fácil

Enabled non-tech users to self-serve forms and reduce support tickets

Developer Onboarding

GeekHunter

Gamified experience; boosted test completion by 60%
