

Gabriel Pule

📍 Florianópolis, SC, Brazil 📞 +55 48 99840-4617 ✉️ gabrielc.pule@gmail.com 🏠 Lead Product Designer 🌐 [linkedin.com/in/gabrielpule](https://www.linkedin.com/in/gabrielpule)
🌐 gabrielpule.work

SUMMARY

13 years designing products. BSc Computer Science. I work at the intersection of AI systems and product design, not just the interface layer, but the system underneath it. At Corteva Agriscience, I was the lead designer and AI systems contributor on CARL (Corteva Agronomic Research Library), a generative AI assistant for agronomists and field sales reps making on-farm decisions. Beyond designing the conversational UX, I co-defined the AI architecture: which tools the agent uses and the logic behind them, system prompt design, voice and tone, agentic orchestration, and the standards for how internal teams build, test, and integrate MCP servers with CARL. AI adoption by agencies grew from 5% to 75%. At Pipefy, I led with behavioral data before touching any design. Mixpanel funnel analysis revealed the real drop-off was at step 3 of the form builder, not step 1 as the team assumed. Redesigned that step specifically: 178% of the retention goal and a 40% increase in sign-ups. I use AI daily in my workflow with critical judgment - Claude Code, Cursor, and Figma AI for prototyping and discovery. I also built MCSS, an open-source CSS framework optimized for LLMs (95% LLM accuracy vs. 65% with Bootstrap). Remote since 2021. Portfolio: gabrielpule.work.

EXPERIENCE

Lead Product Designer (Jan 2023 - Present) / Senior Product Designer (Apr 2022 - Jan 2023) **04/2022 to Present**
| Corteva Agriscience

- Led design strategy across 3 simultaneous product squads at Corteva’s core AI investment group: defining roadmap, discovery priorities, and delivery standards alongside PM and engineering leads.
- Lead designer and AI systems contributor on CARL (Corteva Agronomic Research Library), a generative AI assistant for agronomists, seed sales reps, and field advisors - conversational access to Corteva’s full agronomic research library, historical yield data, and Pioneer product information to support on-farm decisions in real time.
- Went beyond UX: co-defined the AI system architecture behind CARL, including which tools the agent should use and the logic behind them, system prompt design, voice and tone, and agentic orchestration. Defined standards for how internal teams should build, test, and integrate their own MCP servers with CARL.
- Designed the conversational UX, decision flows, and system feedback patterns, including how to communicate model uncertainty, manage perceived response latency, and design for domain experts with real consequences attached to every answer.
- Result: AI adoption by agencies grew from 5% to 75%. Data sharing between agencies and field reps increased 50%.
- Shipped the Pioneer Fungicide Timing Tool, a data-driven decision system that generates field-specific fungicide spray recommendations for corn farmers by integrating localized weather data, disease progression models, soil characteristics, and hybrid disease tolerance.
- Co-developed a 4-day iterative sprint framework to ensure validation with real users before engineering commits. Adopted as standard process across all squads.
- Built and governed AI design system from scratch across 3 squads: design tokens, component library, interaction patterns, WCAG AA compliance.
- Mentored 2 designers to full surface ownership; influenced 6+ through structured design reviews.
- Tools: Figma, Amplitude, Design System, interaction design, responsive design, visual design, HTML5, CSS, Dovetail, FullStory, Datadog, LLM Benchmarks, MCP, LLM, langchain, Launchdarkly, Miro, Agent Tooling, LLM guardrails, RAG, Jira, Confluence, Databricks.

Senior Product Designer | Pipefy **01/2021 to 04/2022**

- Led with data before any design work. Mixpanel and Amplitude funnel analysis revealed the real drop-off in the form builder was at step 3 - not step 1, as the team assumed. Redesigned specifically that step.
- Result: 178% of the retention goal, 40% increase in sign-ups, 40%+ overall feature adoption.
- Wrote the A/B testing + user interview validation protocol adopted as the organization’s standard design validation process.
- Tools: Figma, Mixpanel, Amplitude, Design System, interaction design, responsive design, visual design, HTML5, CSS, React, Metabase, Maze, FullStory.

Senior UX Designer | Checklist Facil **11/2019 to 01/2021**

- Redesigned the platform’s end-to-end user experience based on user research, usability testing, and behavioral analytics. Unified the design system, resolved core user pain points, reduced support tickets, and expanded the product to new verticals.
- Mentored junior designers and defined UX direction for the product team.
- Tools: Figma, Adobe XD, Power BI, Design System, interaction design, responsive design, visual design, Google Analytics, Hotjar, HTML5, CSS.

UX Designer | Freelancer **05/2018 to 11/2020**

- Independent UX and product design projects across multiple clients and industries.
- Tools: Sketch, InVision, HTML5, CSS, Power BI, Google Analytics, Freshmarketer, After Effects, Photoshop, Illustrator.

Product Designer | GeekHunter Brasil **06/2018 to 11/2019**

- Redesigned developer onboarding through gamification, running rapid iterative test cycles with real users to validate each hypothesis before shipping.
- Result: 70% increase in profile completion rate and 60% increase in technical test completion.
- Analyzed and discovered user needs with the product manager through data analysis, user interviews, and research. Created user flow maps, wireframes, sitemaps, mockups, and prototypes. Monitored implementation through interaction, design, and metrics perspectives.
- Tools: Sketch, InVision, HTML5, CSS, Power BI, Google Analytics, Freshmarketer, After Effects, Photoshop, Illustrator.

UX Designer (Contractor) | Decora **02/2018 to 05/2018**

- Contracted for research, wireframing, prototyping, and proposing new features and adjustments for the business platform.
- Worked with a PM and web, Unreal, and Unity engineers.
- Tools: Sketch, Illustrator, Marvel, Unreal, Unity, HTML5 and CSS.

Lead Designer | Farmacias FTB **02/2015 to 02/2018**

- Managed a small design team. Created site templates, UX/UI, research, wireframes, prototypes, diagramation and branding.
- Tools: Illustrator, Photoshop, XD, ProtoPie, HTML, CSS, After Effects, Dreamweaver and Indesign.

Graphic Designer | Valorize Design **03/2013 to 12/2014**

- Created site templates, branding, UI/UX, magazine and journal diagramation and VFX.
- Tools: Illustrator, Photoshop, After Effects, Indesign and Dreamweaver.

Game Designer | Northeast Games Studio **02/2012 to 11/2012**

- Created concepts and scenarios for games. Designed UI/UX for game interfaces.

Graphic Designer | Studio C **10/2011 to 01/2013**

- Created logos and advertising materials.
- Tools: Illustrator, Photoshop.

EDUCATION

BSc Computer Science | UFRPE-UAG, Garanhuns, Brazil **2013 to 2017**

SKILLS

Product Design	AI Systems & Agentic UX	Conversational UI
MCP & Agent Orchestration	Design Systems & Governance	Behavioral Analytics
UX Research & Usability Testing	A/B Testing & Validation	Cross-Functional Squad Leadership
Design Mentorship	Information Architecture	Accessibility (WCAG AA)
Figma Advanced	Claude Code & AI-Assisted Design	

LANGUAGES

English	Portuguese
Native or bilingual	Native or bilingual