

Gabriel Caldas

Senior Product Designer

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SUMMARY

Senior Product Designer with 10+ years in design, 8 of them designing products across B2B SaaS, CRM, global catalog management, and advertising technology, mentoring designers along the way. Now using AI where the work repeats, so more of the work can be strategic.

WORK EXPERIENCE

INTROSMATTER

Senior User Experience Designer

Newark, DE (Remote)

Jul 2025 – Jul 2026

- Built an AI-augmented workflow with Claude and Cursor, syncing design and code across different repositories
- Owned end-to-end UX for an AI-powered B2B SaaS web app and browser extension
- Designed feedback loops feeding structured signals into the ML models behind prospect scoring and prioritization

AB INBEV

Global Product Designer: Logistics

Campinas, SP (Hybrid)

Dec 2023 – Aug 2025

- Led global logistics product design, redesigning driver mobile and analyst desktop apps to streamline operations
- Ran on-field user research, interviews, and usability testing to ground design decisions in real operations
- Part of the team's design ops initiative on demand intake and workload, bringing design closer to the business

Global Product Designer: Platform

Sep 2021 – Dec 2023

- Led design for a B2B e-commerce platform that now serves 2.1M buyers
- Owned catalog and category management apps from discovery, prototyping to implementation support
- Contributed to the Design System and pushed for its adoption to keep the platform consistent

ADMOBILIZE

Product Designer

Miami, FL (Remote)

Feb 2021 – Sep 2021

- Designed prototypes for a global AI ad-intelligence platform serving McDonald's, Coca-Cola, Nike, and HBO
- Helped structure and maintain the design system used across the platform

PLAYER 2

Product Designer

Salvador, BA (Remote)

Jan 2021 – Sep 2021

- Designed and prototyped product features for different clients, supporting end-to-end implementation
- Ran surveys, card sorting, and interviews to prioritize high-impact features

OTHER PAST EXPERIENCES

Designer at GC Design (2018–2021), Exchange English student in Ireland (2019–2020), Graphic Designer at Hoom (2017–2019), Marketing Assistant at Piatã FM (2017), Marketing Assistant at Grupo Perfil de Educação (2015–2017).

EDUCATION

FACULDADE UNIME

Bachelor's Degree, Advertising

Salvador, BA

2015 – 2018

ADDITIONAL

Technical Skills: Figma, design systems, prototyping, user research & usability testing, interaction & UX design, service design, product discovery, AI-augmented design workflows.

Certifications & Training: Service Blueprint - Aurea Educação (2025); Foundations of User Experience: UX Design - Google (2021); UI Design - Awari (2021)

Languages: Portuguese (native), English (fluent), Spanish (advanced)