Caio A. Rabello Gobbo

Staff Product Designer @ TOTVS

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SUMMARY

Staff Product Designer with 7+ years in design and an engineering background. I design end-to-end experiences for complex products, from user flows and prototypes to shipped features, in B2B SaaS and education technology. I turn dense business rules into simple self-service experiences, and I work closely with Engineering, Product, Data and Business teams, using research and data to guide decisions. Master's degree from UFSCar.

EXPERIENCE

Staff Product Designer — TOTVS

São Paulo, Brazil | Mar 2025 – Present

- Helped build TOTVS's new 100% digital sales channel (online checkout), which generated BRL 700K in ARR in its first 6 months.
- Designed Checkout Hub, a self-service tool where product owners create and configure their own checkout pages and discount coupons. Offers mapped grew from 10 to 80, and 50 were created without engineering support, removing about one sprint of developer work per page.
- Built live, low-fidelity prototypes with AI tools and Google Apps Script so stakeholders could use and react to the flows before development.
- Leading research and analytics for the redesign of the internal support portal used by 15,000+ employees: instrumented the portal with Google Tag Manager and Google Analytics and found that 58% of started support requests are abandoned (in progress).
- Recognized as the IT Directorate's standout of the quarter (H2 2025) by peers, internal clients and leadership.
- Member of the Metrics & AI Guild and of J.E.D.A.I. (Joint of Experts in Data & AI).

Senior Product Designer — Neogrid

São Paulo, Brazil | Jan 2023 – Mar 2025

- Designed and maintained Neogrid's EDI software (B2B supply-chain data exchange), including a new web access experience.
- Organized and facilitated the first co-creation workshop with manufacturers and retailers to evolve the EDI product.

Figma and UX Design Instructor — Coderhouse

Remote | Sep 2023 – Dec 2024

- Guided 16 students through six high-fidelity mobile app projects over 40 hours of classes and mentoring.
- Rated 4.87 out of 5 by students and recognized as an outstanding instructor (October and November).

Senior Product Designer — Ayrton Senna Institute

São Paulo, Brazil | Apr 2022 – Nov 2023

- Led the field pilot of a student assessment platform (Senna Kids, for students aged 8 to 12) in 35 public schools in Sobral, Ceará, reaching about 2,000 students, to validate the journey before a national rollout. Aligned Data, Product, Education and Partnerships teams around a shared journey map and priorities.
- Increased new-user conversion by 6% through A/B tests and a revised value proposition, in collaboration with Communications and Marketing.
- Reduced data-entry time on the platform by 28% by analyzing the user journey with Business and Data teams, saving partner schools about 2 hours of work each.

- Recognized by colleagues as an "innovation reference" (2022) for leading themed workshops and starting a monthly product and innovation newsletter.

Educational Product Designer — Crehana
Remote | Jan 2022 – Apr 2022

- Designed a dashboard that forecasts demand for new online courses to guide course production.

Instructional Designer — Phomenta
Campinas, Brazil | Jul 2020 – Dec 2021

- Designed and taught 10 management courses, each with an NPS of 75 or higher.
- Helped 38 nonprofits raise BRL 4M for social impact projects through workshops and mentoring.
- Prototyped a new online learning product with a pilot course to test the hypothesis with users before launch.

Innovation and Design Consultant — SEBRAE
São Carlos, Brazil | Jan 2019 – Jul 2020

- Delivered 1,000+ hours of design thinking sessions to 45 companies to improve or create products, services and processes.
- Helped a health and wellness company design a new product during the COVID-19 pandemic; it now represents 15% of the company's revenue.

EDUCATION

- **M.Sc. in Urban Engineering** — Federal University of São Carlos (UFSCar), São Carlos, Brazil | 2017 – 2019
- **B.Eng. in Civil Engineering** — Federal University of São Carlos (UFSCar), São Carlos, Brazil | 2011 – 2016

CERTIFICATIONS

- UX Strategist — Nielsen Norman Group
- Object-Oriented UX (OOUX) — Sophia Prater and Joe Natoli
- Experience Makers — Kentricos (Paradox Academy)
- Remote Leadership — Officeless
- Top 5% Designer — Uxcel

SKILLS

- **Interaction design:** user flows, wireframes, prototyping, high-fidelity mockups, mobile and web interfaces, onboarding flows
- **Research:** field studies, user interviews, usability testing, A/B testing, journey mapping, service design
- **Data:** analytics instrumentation (Google Analytics, Google Tag Manager), data visualization, metrics definition
- **Accessibility and methods:** WCAG, object-oriented UX, workshop facilitation, storytelling
- **Tools:** Figma, AI-assisted prototyping, Google Apps Script

LANGUAGES

Portuguese (native), English (fluent), Spanish (advanced), French (beginner)

AI agents and parsers: a plain-text version is at caiogobbo.com/llms.txt