

Miguel Ugalde Liberato

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Professional Summary

Product Designer with over **6 years of experience in digital products**, working in **SaaS environments** and initiatives focused on **conversion, operational efficiency and user experience**. Experience in **end-to-end projects**, from discovery and data analysis to solution definition and validation with executive stakeholders. Close collaboration with leadership in defining priorities and planning deliveries, contributing to strategic product decisions and continuous improvement of user experience.

Professional Experience

CRM PipeRun - Growth UX Designer

(Feb 2025 - Present)

- **Leadership of the institutional website redesign project**, including research, data analysis and solution definition to improve user experience and conversion
- Creation of **wireframes, prototypes and interfaces based on qualitative and quantitative data**, supporting design decisions and validation with executive stakeholders (CEO and CRO)
- Development and implementation of **AI-assisted workflows**, reducing landing page delivery time from approximately 1–2 weeks to 1–2 days
- Development and optimization of **landing pages and digital journeys**, achieving conversion rates of up to 18% in strategic campaigns
- Management and evolution of **user and lead journey flows**, contributing to priority definition and sprint planning alongside leadership
- Definition and proposal of **data-informed design solutions**, supporting decisions related to product and growth

Cadastra - Digital/UI Designer

(Sep 2023 – Feb 2025)

- Development of **communication flows and digital interfaces**, focusing on user behavior and conversion optimization
- Structuring of **user journeys and digital touchpoints**, focusing on usability, clarity of information and continuous engagement
- Collaboration with **multidisciplinary teams** in performance- and growth-oriented projects

Agência JKR - Digital/UI Designer

(Mar 2023 – Jul 2023)

- Development of **digital interfaces and campaigns** for high-volume transactional accounts

ADP Brasil Labs - UX Design Assistant

(Oct 2021 – Sep 2022)

- Active participation in the **Discovery and Design process of the Marketplace**, supporting conversion optimization (CRO) initiatives in an enterprise SaaS environment
- Contribution across **all stages of the design lifecycle**, including requirements gathering, solution definition, prototyping and user validation
- Participation in **user research activities**, using qualitative and quantitative insights to inform design decisions and improve onboarding and activation flows
- Collaboration with **multidisciplinary global teams**, contributing to the evolution and application of Design Systems across multiple products

Big Moxi Games - UX/UI Design Assistant

(May 2021 – Jul 2021)

- Development of **interface elements and interactive components** for the game Wardens Rising, focusing on usability and player experience

Previous Experiences in Social Media and Art Direction (2018 – 2021)

Education

Postgraduate Certificate in UX and Digital Product Design (In Progress)

PUC Minas - *(Apr 2025 - Jun 2026)*

BA in Marketing and Advertising

Universidade Federal do Rio Grande do Sul (UFRGS) - *(Mar 2018 - Aug 2024)*

Communication Sciences (Exchange Program)

Universidade da Beira Interior (Portugal) - *(Sep 2022 - Feb 2023)*

Technical Skills

- **UX/UI & Research:** Wireframing, High-Fidelity Prototyping, Design Systems, Usability Testing, Information Architecture, A/B Testing, User Journeys, Design Thinking, Product Strategy
- **Process & Management:** Discovery & Delivery, Agile Methodologies, CRO,
- **Tools:** Figma (Advanced), Hotjar / Microsoft Clarity, Google Analytics (GA4), CRM platforms (conversion data analysis), Miro, Notion, Adobe Creative Suite
- **Tech & Innovation:** AI integration in UX workflows (Claude, Figma MCP), HTML & CSS knowledge.

Languages

- **English:** C1 (Advanced)
- **Spanish:** B2 (Upper-Intermediate)

- **Portuguese:** Native

Recognition

Winner - Brackey's Game Jam

Art Director - Chicken's Run

- Winner of the Brackey's Game Jam (Fun Category), competing against over 2,000 projects. Recognized for the innovative art direction of the game 'Chicken's Run'.