

PEDRO BACELAR

Head of Product Design – Winnin (Series A Martech)

Recife – Brazil | Open to Remote or Relocation (US & EU time zones)

Email: pedro@bacelar.design

Phone: +55 81 99527-4406

LinkedIn: <https://linkedin.com/in/pjbacelar>

Portfolio: <https://www.bacelar.design> (password: vote-for-pedro)

PROFESSIONAL SUMMARY

Product Design leader with 15+ years delivering and leading digital products used by global companies such as Netflix, LinkedIn, Airbnb, Salesforce, Google, Slack, Coca-cola, Danone, Unilever, General Motors, Puma, Redbull, Samsung, and the United Nations.

More than 5 years in leadership roles, having built or migrated three design systems (now driving the 4th).

Worked on 25+ products so far, mentored 50+ designers and integrated AI/LLM features into complex B2B and B2C platforms, including an LLM-powered academic-research app for the United Nations.

Skilled at aligning design with business objectives and executive leadership, guiding cross-squad design teams and currently invested in accelerating discovery through AI-boosted prototyping and research.

EXPERIENCES

Head of Product Design

Winnin

2025 – Present (Remote)

- Own company-wide design strategy for a culture-intelligence SaaS platform that leverages generative AI.
- Rolling out a unified Mantine-based design system.
- Embedded AI prototyping tools (Lovable, Bolt.new) to shorten concept validation cycles.
- Formalized research and documentation workflows using Notion.
- Coaching and growing a multi-disciplinary team of designers in close partnership with Product and Engineering.
- Acting as part-time PM for our AI coworker agent initiative with a smaller elite team of devs, data scientists and designers.

Principal Product Designer & Partner

Vinta Software

2021 – 2024 (Remote)

- Mentored and hired product designers in different seniorities and roles.
- Led discovery and UX for health-tech and SaaS clients focused on AI and data-heavy products.
- Served as interim CPO for key accounts during a maternity leave, working on key clients strategy and communication.

Senior Product Designer

Vinta Software

2018 – 2021 (Remote)

- Directed redesigns of analytics dashboards for enterprise clients including Salesforce, Slack, Shopify, Airbnb, Netflix, and LinkedIn.
- Established a green-field design systems and promoted organization-wide adoption of Figma.
- Implemented continuous research loops with Maze, Dovetail and Lookback.

CEO & Co-Founder

Spacy Rental

2016 – 2018 (Brazil)

- Created the first Brazilian startup that enabled people to rent a whole soccer stadium online.
- Bootstrapped a B2B corporate event space rental startup that served clients such as Google.

Product Designer

2016 (Brazil)

- Co-created a mental-health support platform with therapists;
- Delivered the initial MVP experience.

(Earlier freelance and academic researcher experience available upon request.)

EDUCATION

- B.A. in Design, Federal University of Pernambuco (UFPE), 2012 – 2019
- Scholarship at Apple Developer Academy, 2015 – 2016 – built and launched freemium, community-driven, gamified iOS/iPad apps during the program
- Scholarship at Microsoft Innovation Center (Scholarship), 2013
- Professional Certificate in Digital Graphic Design, School of Arts, Games and Animation (SAGA), 2009 – 2011

SKILLS

Design Leadership · Product Leadership · Product Discovery · UX Research · AI Prototyping (Lovable, Bolt.new, Cursor, V0) · Design Systems (MUI, Mantine, ShadCN, Figma) · Documentation (Notion, Confluence) · Roadmap Planning · Design Sprint · Agile · Scrum · Team Management (Asana, Jira, Clickup) · LLM Integration · HTML/CSS/JS · Javascript · Webflow · Maze · Dovetail · Lookback · OKRs · Jira · Cross-functional Leadership · Arduino · 3d Modelling · Video editing (Adobe Premiere, Adobe After Effects)

LANGUAGES

- English – Fluent
- Brazilian Portuguese – Native

AWARDS

- Top #50 Design Mentor 2025 at ADPList
- Tech Behemoths “Top UX/UI Agency” 2024 (Vinta Software)
- WeHack Elo + Cielo Winner
- Movable Hack Winner
- Global Student Entrepreneur Award, Regional Winner (EO International)
- Startup Weekend Recife Winner

PUBLICATIONS

- Why Every Software Development Team Should Have a Product Designer – Vinta Blog, 2023: <https://www.vintasoftware.com/blog/product-designer-software-development>
- Design Operations: 6 Tips to Streamline Your Design Process – Vinta Blog, 2023: <https://www.vintasoftware.com/blog/streamline-design-process>
- Why Buying Tickets on Airline Platforms Is Always a Bad Experience? – Vinta Blog, 2018
- Measure Your Words, Designer – UX Collective Brasil, 2018: <https://brasil.uxdesign.cc/meca-bem-suas-palavras-designer-6e2e993fc3ba>

CONTACT

For more information, please contact me: **pedro@bacelar.design**