

Pedro Bacelar

Head of Product Design – Winnin (Series A Martech)

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/portfolio>

PROFESSIONAL SUMMARY

Product Design leader with 14+ 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 3 designs ystems (now driving the 4th).

Worked on 25+ products so far, mentored 60+ designers (Top #50 mentor on ADPList) 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 rend a whole soccer stadium online.
- Bootstrapped a B2B corporate event space rental startup that served clients such as Google.

Product Designer

Moodar Health

2016 (Brazil)

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

Brand Ambassador

Uber

2016 (Brazil)

Scholarship

Apple Academy

2015 (Brazil)

Scholarship

Microsoft Innovation Center

2013 (Brazil)

(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
- Mobile Hack Winner
- Global Student Entrepreneur Award, Regional Winner (EO International)

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