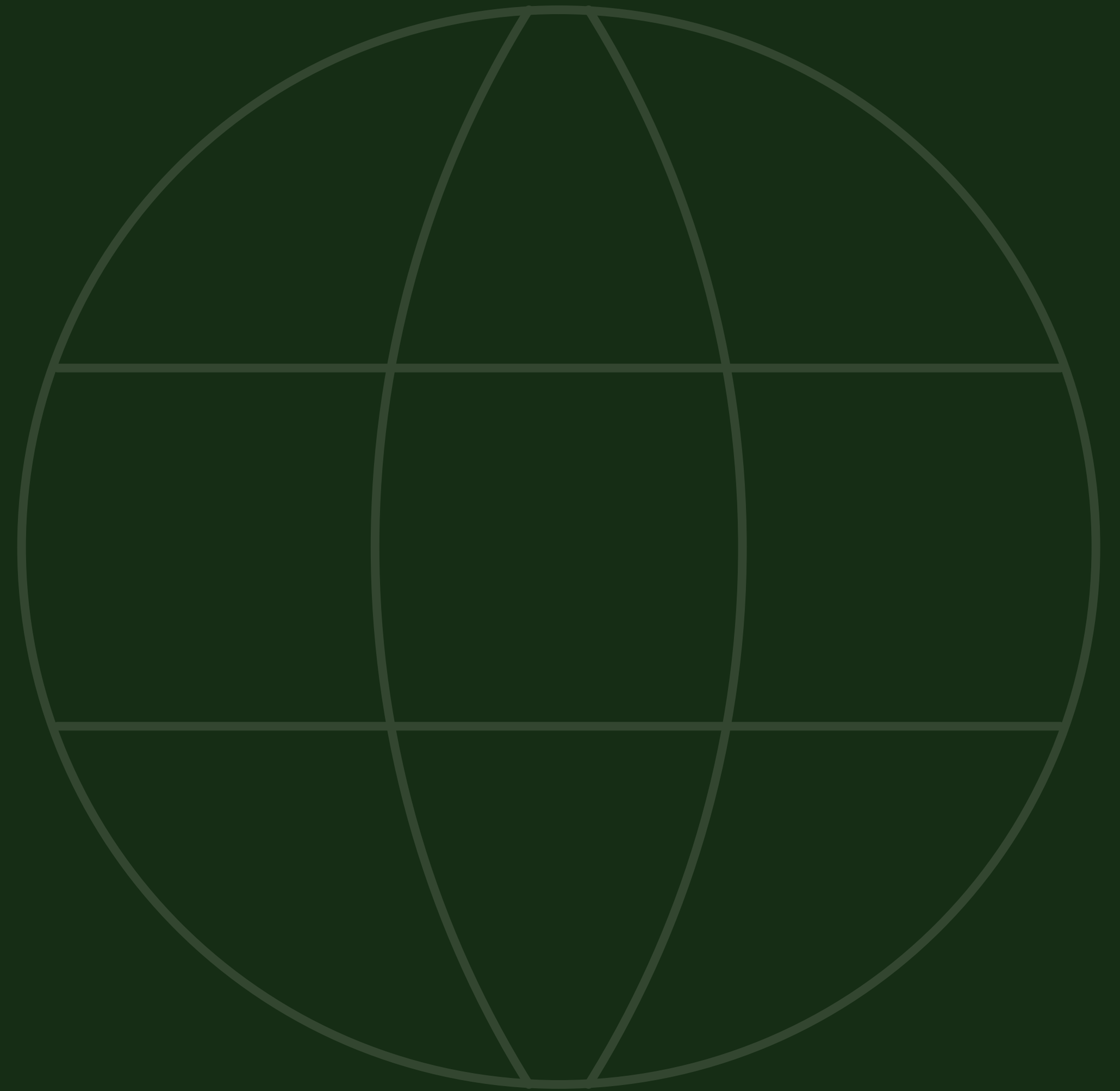


Pedro Bacelar

PRODUCT DESIGNER ✦ PEDRO@BACELAR.DESIGN

PORTFOLIO ✦ 2025



First, a little bit about me...

I'm a seasoned product designer, mentor, strategic systems thinker and tinkerer. I love gnarly problems, those that make you re-read design guidelines.

I spent a decade and a ½ working with both B2C & B2B apps (web and native). Here's my track record in a tweet:

- BA in Design
- Scholarship from Apple and Microsoft
- Founded a startup (Google was my client!)
- Worked for +7 years with US/Canada startups
- Became a lead/principal designer
- Worked with design system revamps
- MCP-based LLM integrations...

I enjoy mentoring (60+ mentees so far), and love learning something new everyday.

Also: I camp, 3D print stuff, and spoil an already very spoiled French bulldog.



14 years building digital products trusted by global companies

FREELANCE, HACKATHONS & UNI

Several awards here, I was a bit addicted to hackathons...

2010

APPLE & MICROSOFT SCHOLARSHIPS



Learned UI design from the best, became really HCD-focused

2013 - 2015

FOUNDED A STARTUP & SOLD IT



Google was our biggest client! With just a focused 3 people team

2016 - 2018

WORKING REMOTELY WITH US/CANADA STARTUPS

Built products trusted by

NETFLIX LinkedIn



I acted as first designer, setting up processes, hiring PDs, training them, discussing strategies directly with founders and business leaders.

2018 - 2021

PROMOTED TO PRINCIPAL DESIGNER



Setup discovery processes, worked with state-of-the-art AI (LLM, RAG, MCP), discovery sprints

2021 - 2025

HIRED AS HEAD OF PRODUCT DESIGN

Building a AI + data platform for



Google^{2x!}



2025

FUTURE

MOBILE NATIVE

WEB

B2C

B2B

TECH. LEADERSHIP

MANAGEMENT

Don't believe me, listen to my peers

"One could say he is a very HCD-focused designer, but this would be an understatement. Pedro is an entrepreneur-designer or a designer-entrepreneur that is very keen on finding innovative and elegant solutions to problems."



ANDRÉ ARAÚJO,
HEAD OF INNOVATION @ MESA

"Pedro has been mentoring me since 2021, and it's been a pleasure learning from him over the years. I can't overstate the impact he's had on my growth as a designer. His depth of experience and thoughtful guidance have been invaluable."



GABRIEL REZENDE,
PRODUCT DESIGNER @ AMPLIFI LABS

"Pedro is someone that brings the team together to detect bottlenecks in the existing processes and to find ways to make the whole thing more constructive for everyone involved. To me, Pedro is the best definition of what it is to collaborate with a Product Designer."



CARLOS COELHO,
PRINCIPAL SOFTWARE ENGINEER @ VINTA

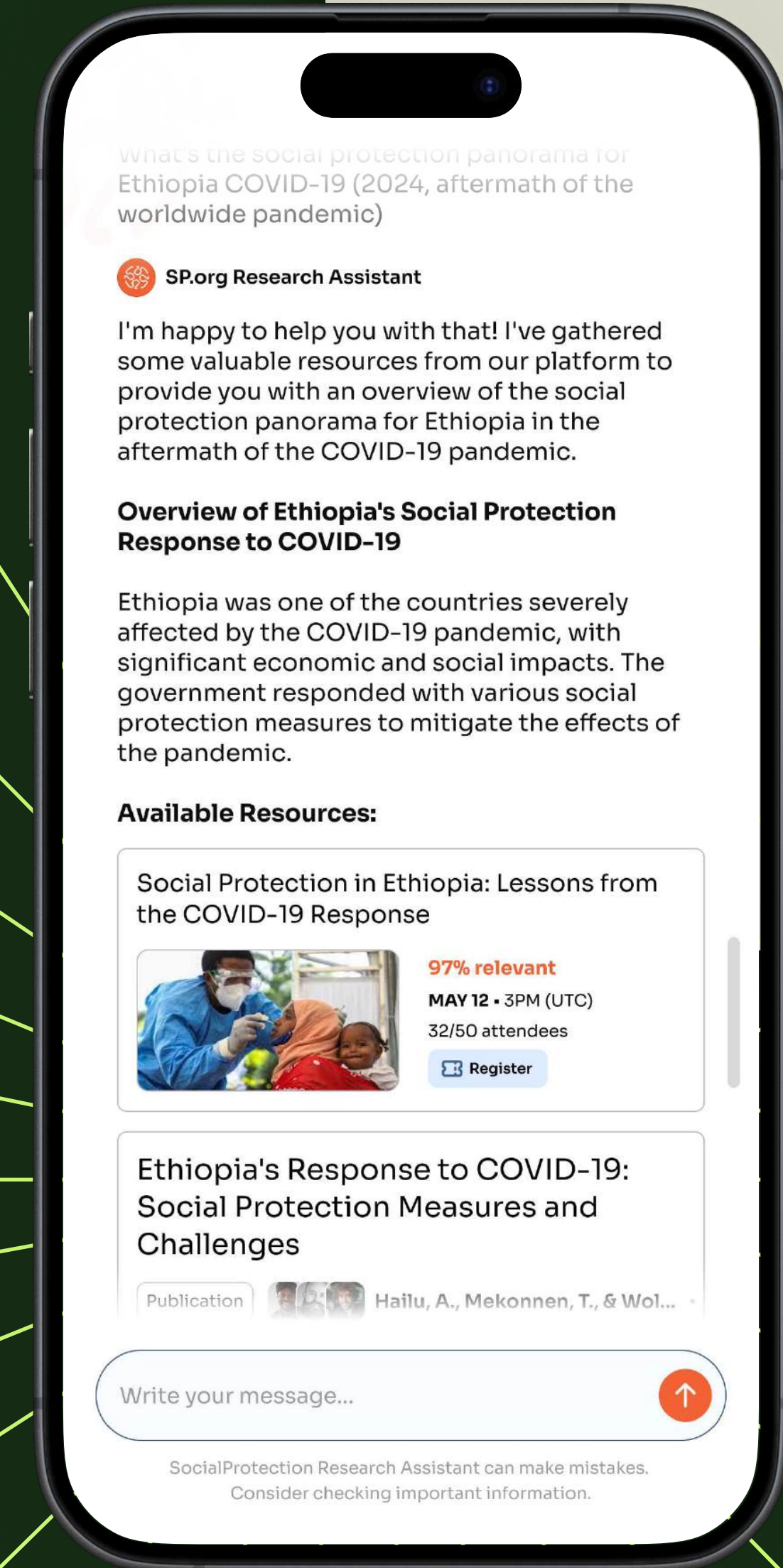
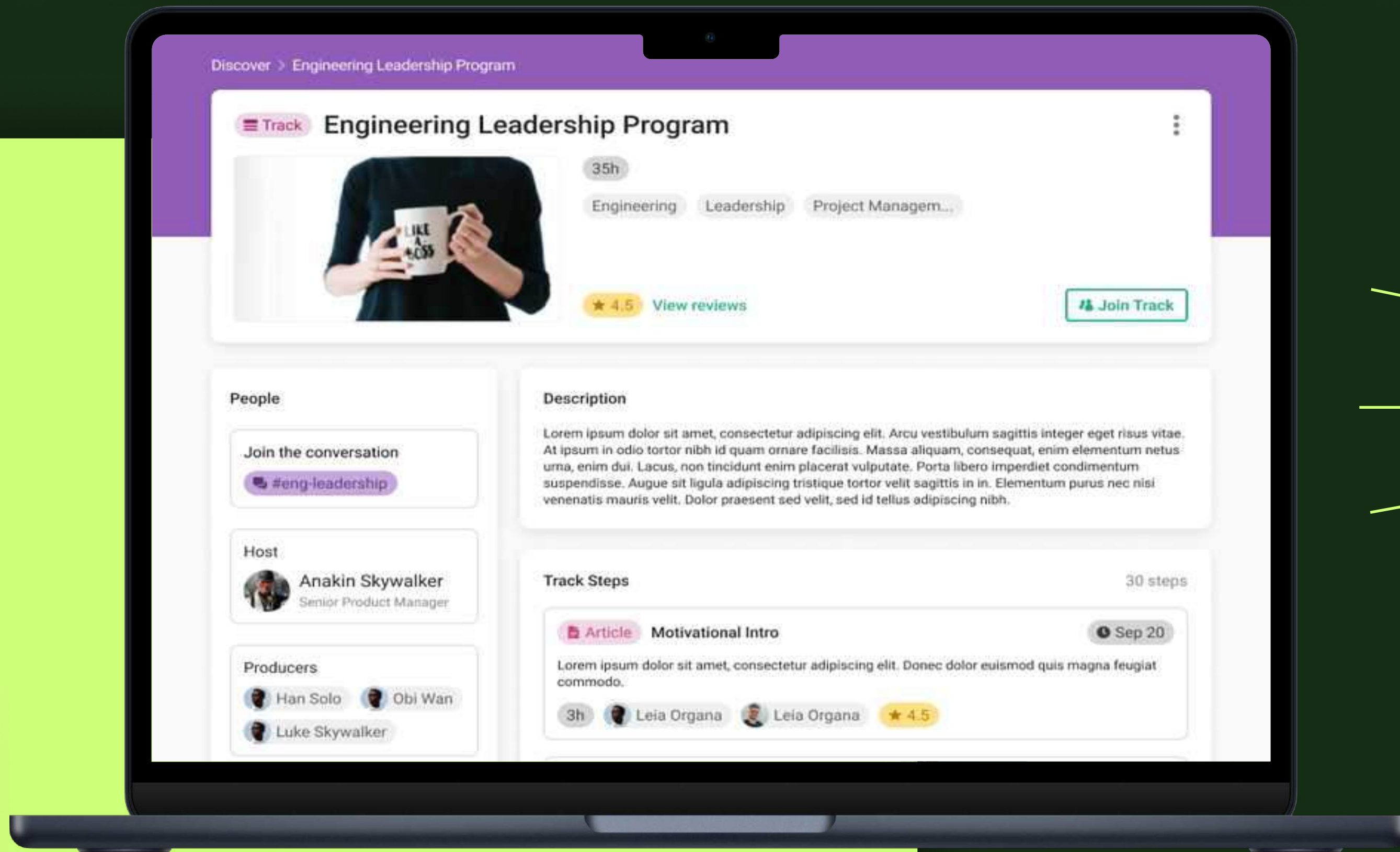
"Pedro is a great designer. I admire his ability to build flexible and reusable UI components, and I was impressed with the work he did to migrate a component library from Sketch to Figma. He took ownership of the project and did it strategically and effectively."



LAURA LEMOS,
DESIGN MANAGER @ CAJU

Enough talk!

Here's my work



PlusPlus

EDTECH * SF 🇺🇸 * 8→21 PEEPS * 2019-2022

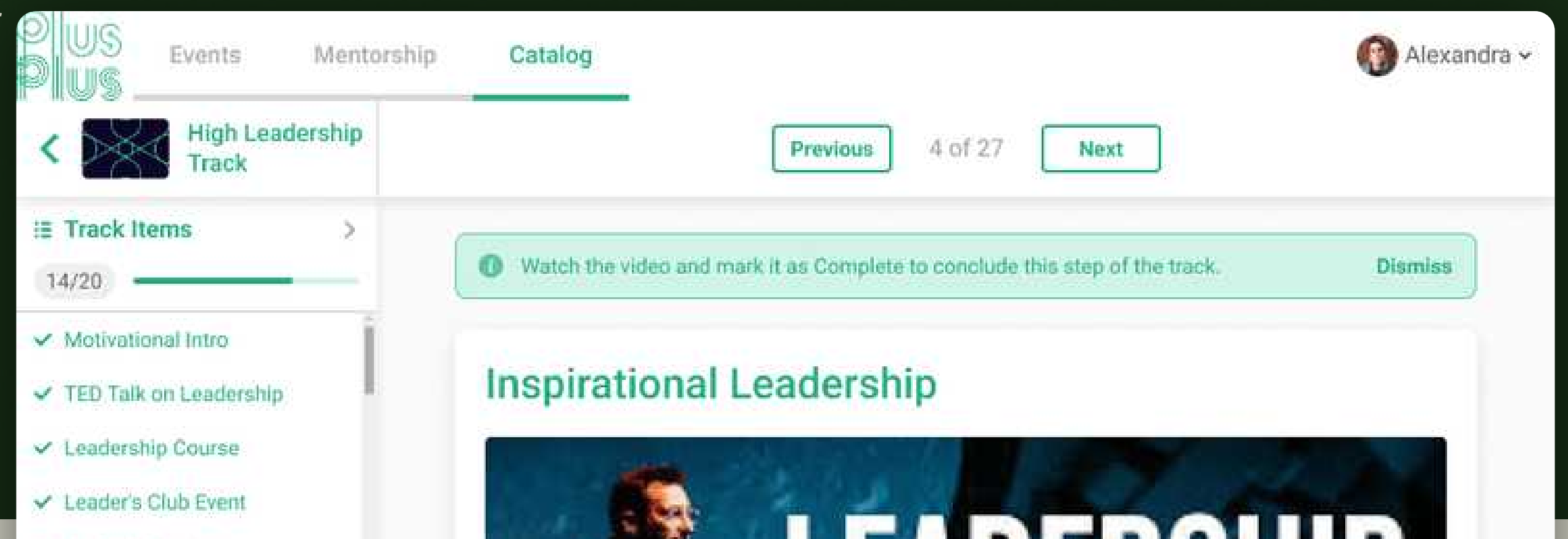
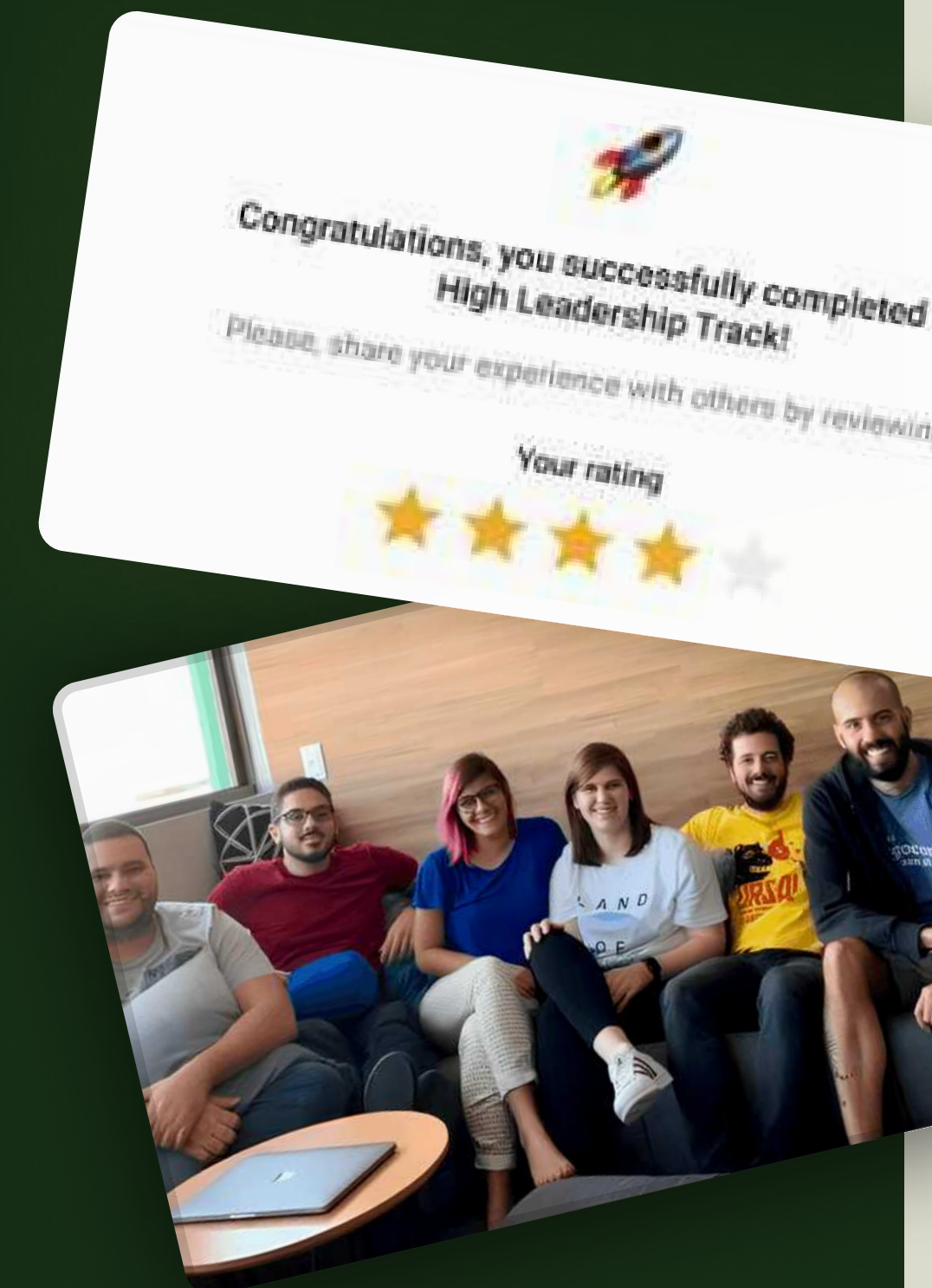
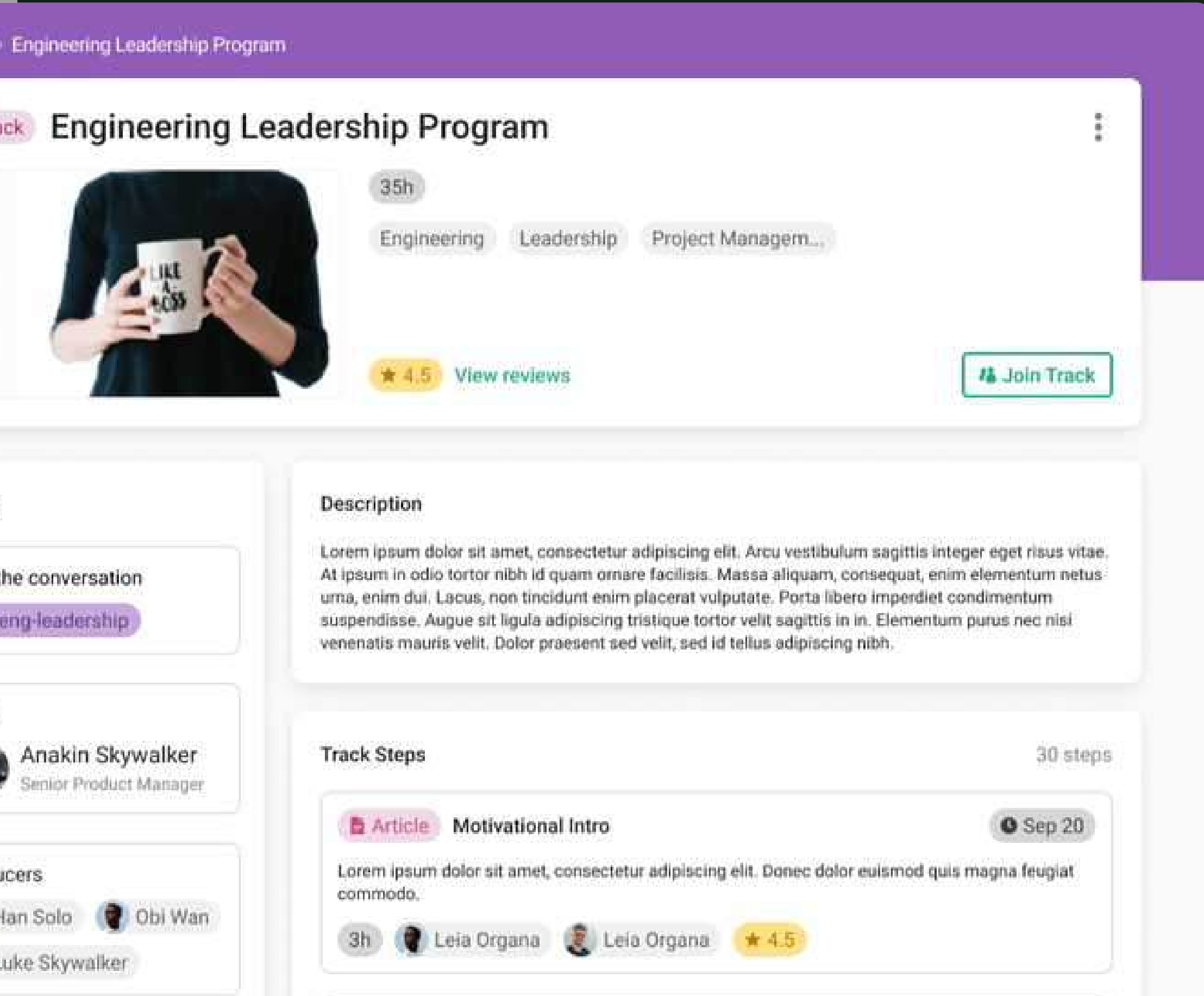
PlusPlus

EDTECH * SF 🇺🇸 * 8 → 21 PEEPS * 2019-2022

PlusPlus is a corporate university platform used by top tech companies. Their CEO built Twitter University then went to found his startup.

- I was the solo lead designer (for 3y);
- Hired and trained 4 designers (jr. and sr.);
- Set up a whole design system;
- Shipped 10+ major features;
- Worked directly with their Head of Product (ex-Twitter).

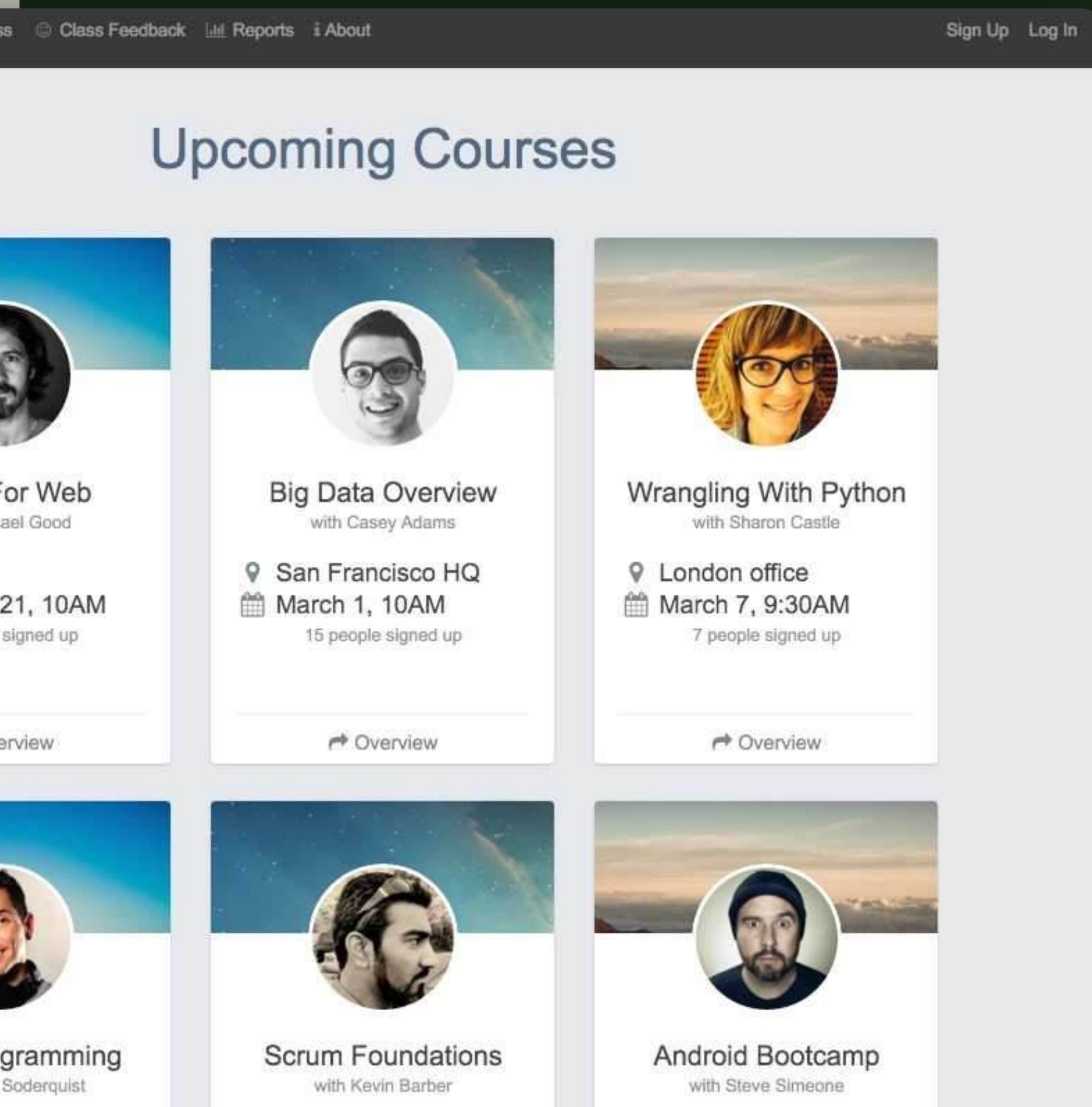
[Useflows on Figma](#) ↗



PlusPlus

EDTECH * SF 🇺🇸 * 8 → 21 PEEPS * 2019-2022

BEFORE



~90%

DESIGN SYSTEM
COVERAGE

12mo

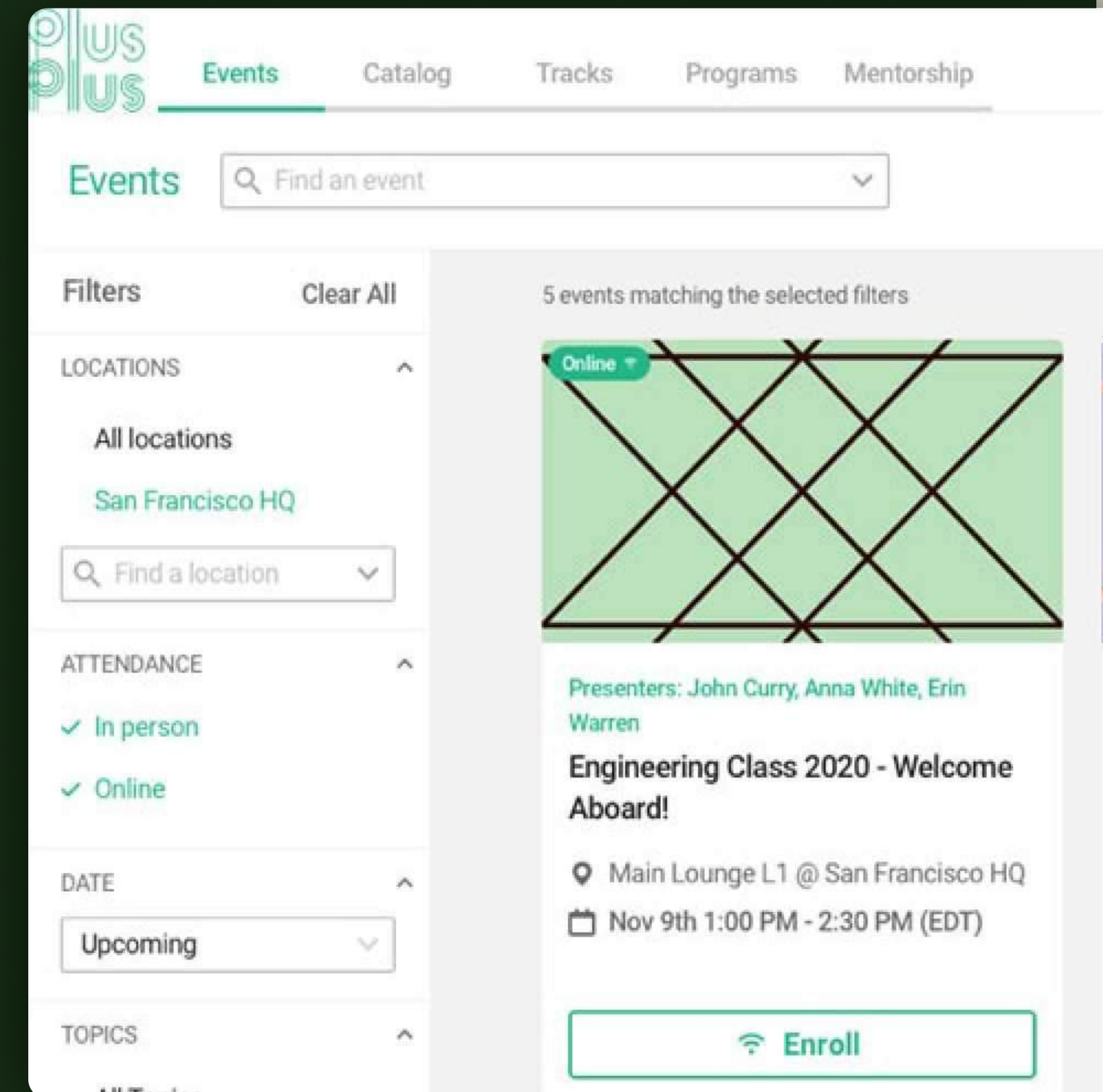
TIME IT TOOK TO
MIGRATE EVERYTHING

4

DESIGNERS FOR
THE WHOLE PRODUCT

Design System

AFTER



BACELAR.DESIGN

PlusPlus

EDTECH * SF 🇺🇸 * 8 → 21 PEEPS * 2019-2022

Metrics Dump

100,000 MAUS

NETFLIX

"Wow, the automated rules for enrollment in a track, combined with getting the users start date from Okta. SO GOOD! I can't even explain how great that was."

— BEN S., ENG LEARNING PROGRAM MANAGER



"PlusPlus is this really intuitive corporate university system that we adopted company wide!"

— JASMINE R., DIRECTOR LEARNING & DEVELOPMENT



"The success has been the sheer volume of events we can offer every year. PlusPlus just works!"

— PROGRAM MANAGER, SALESFORCE



"Now that we have PlusPlus, being able to say we have done more than a 100 events within six months is a really big win for us."

— MANAGER, KNOWLEDGE, KIA MOTORS

800%

INCREASE IN EVENT
REGISTRATION

6x

INCREASE IN
ATTENDANCE

400%

OPT-IN
ENROLLMENTS

+50%

TIME TO MARKET
DURING MY TIME



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EDTECH * GENEVA  * 3 WEEKS * 2024

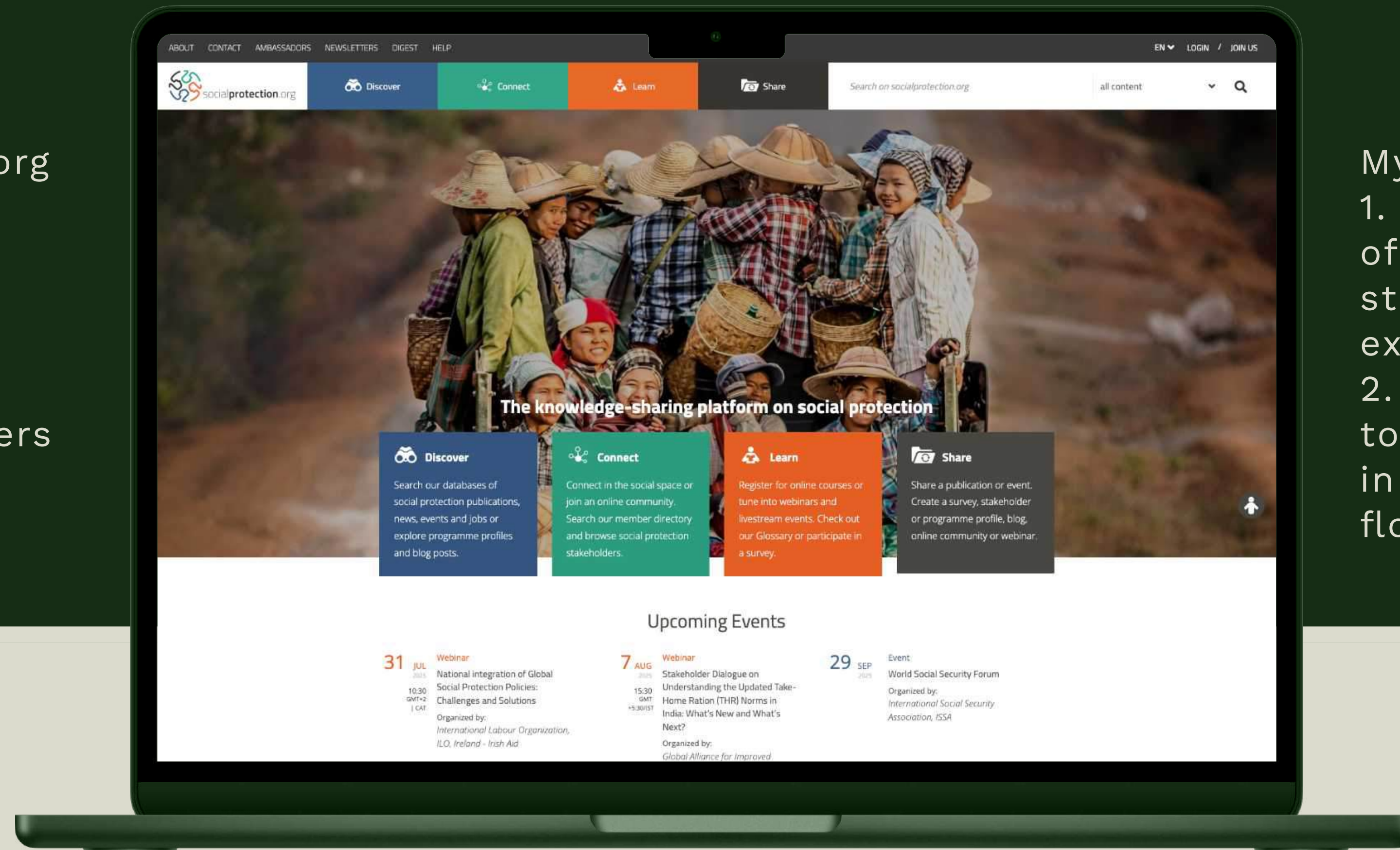
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I was tasked with revamping
the **whole platform**.

UN's socialprotection.org
hosts 15.000+ articles,
datasets, talks.

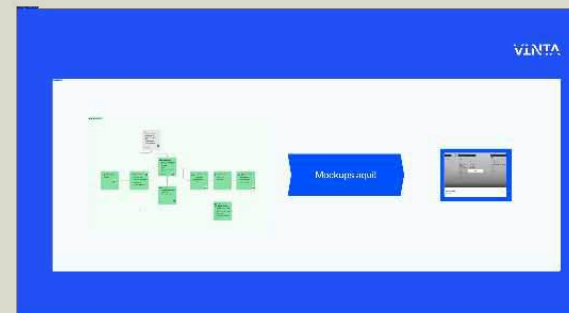
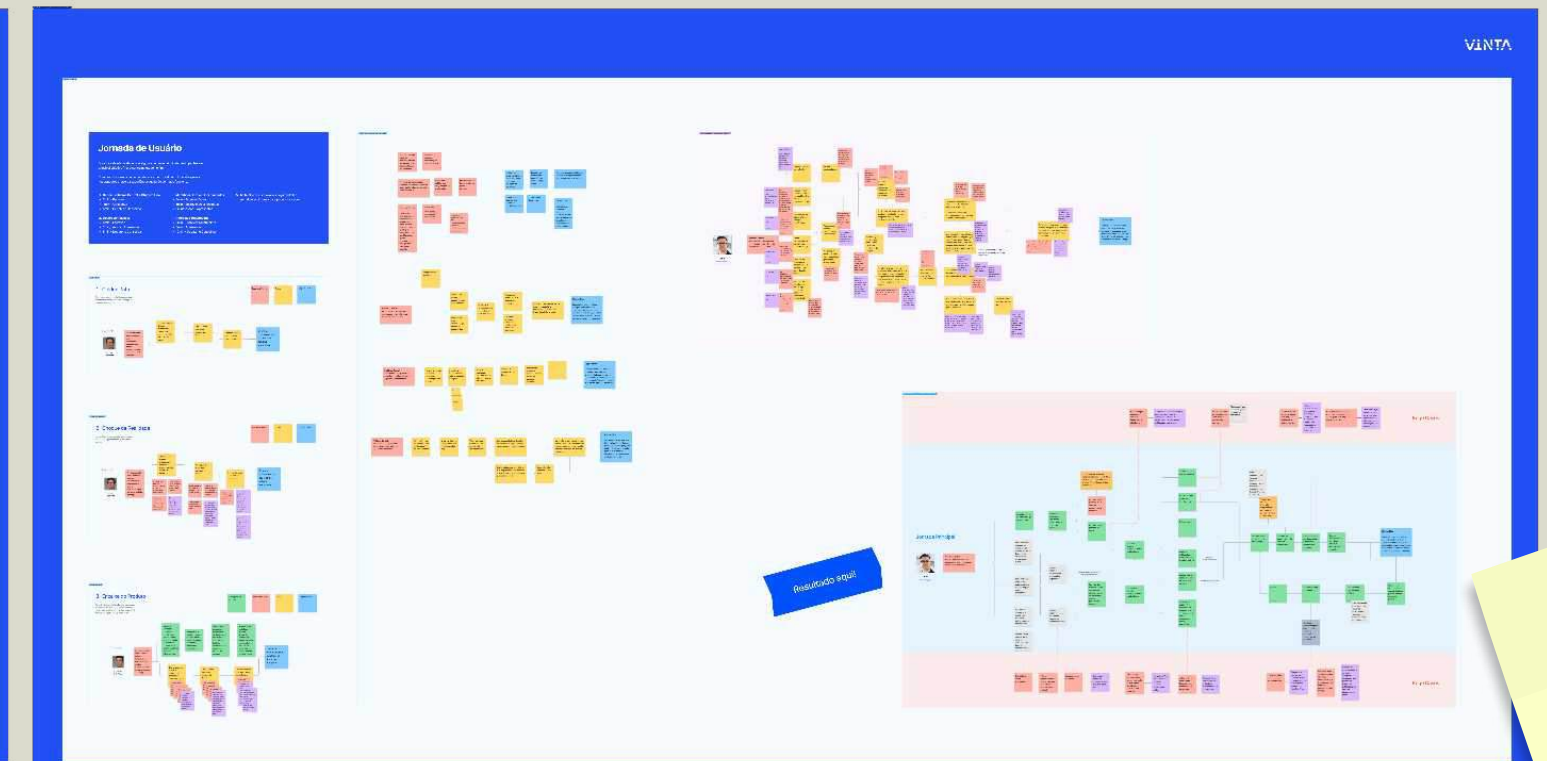
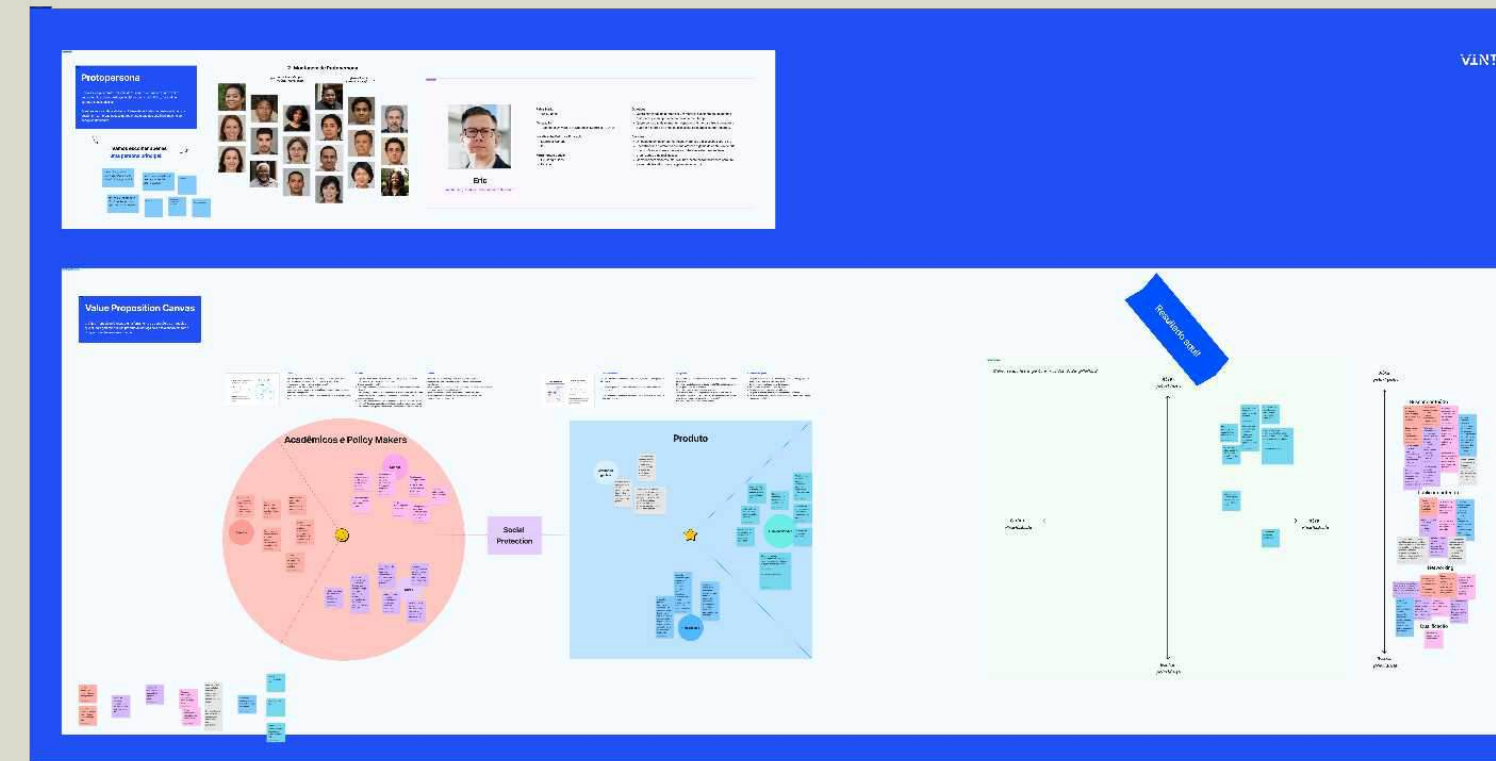
It faced weak search,
manual categorization
bottlenecks, and barriers
to insights such as
content gating.



My goals:

1. Identify obvious points
of improvement that
staggered the current user
experience.
2. Discover opportunities
to integrate AI capabilities
in their product's user
flow organically.

Under 3 weeks, I hosted a series of workshops and discovery methods to find the state-of-art in online academic research for UN's platform, while making sure the scope was airtight for an MVP.



Workshops

- ✓ Vision Alignment
- ✓ Opportunity Canvas
- ✓ Proto-Persona Drafting
- ✓ User Journey Mapping
- ✓ Daily Feedback

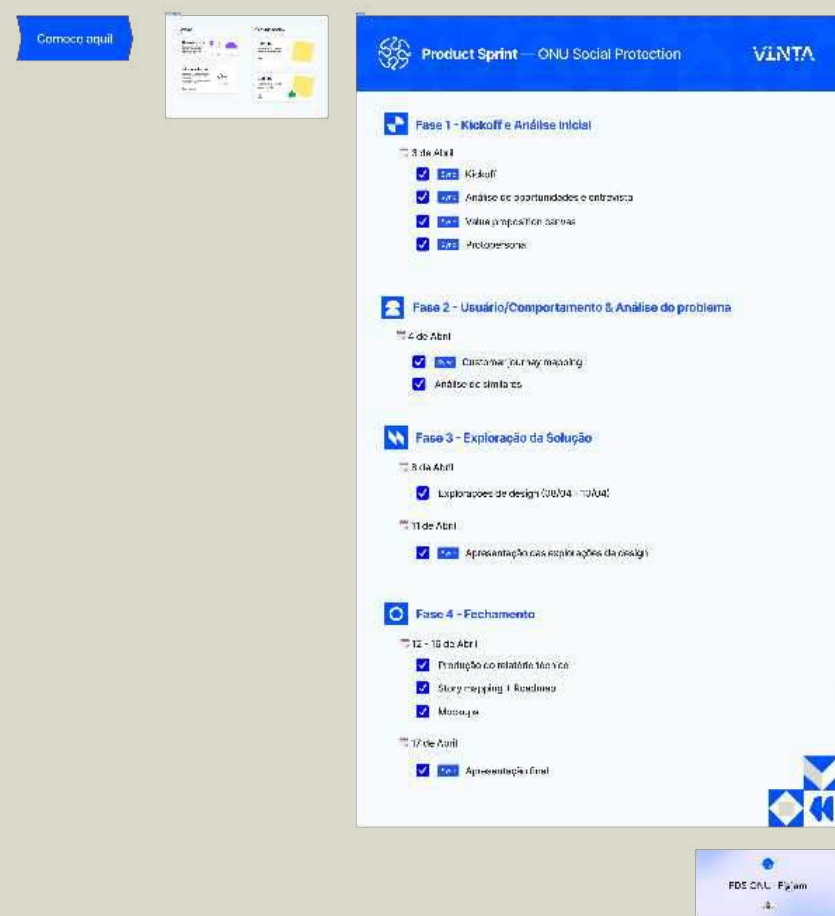
Research & Design

- ✓ User Interviews
- ✓ Competitor Research
- ✓ Wireframing
- ✓ Prototyping
- ✓ User Testing

Stakeholders

- ✓ Sr Engineering Manager (Decision-maker)
- ✓ Sr Project Manager
- ✓ Product Manager
- ✓ Principal Software Engineer
- ✓ Sr Content Curator

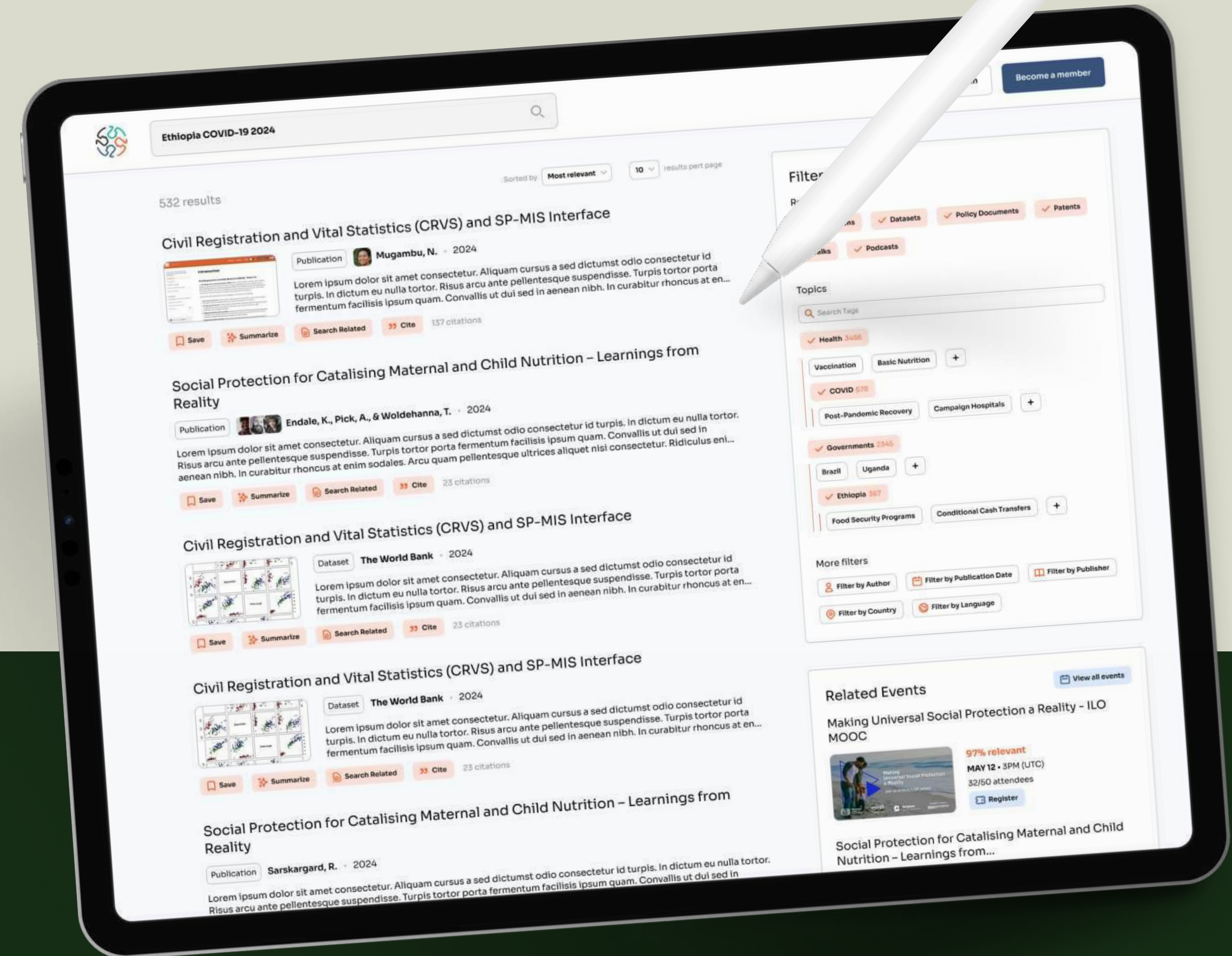
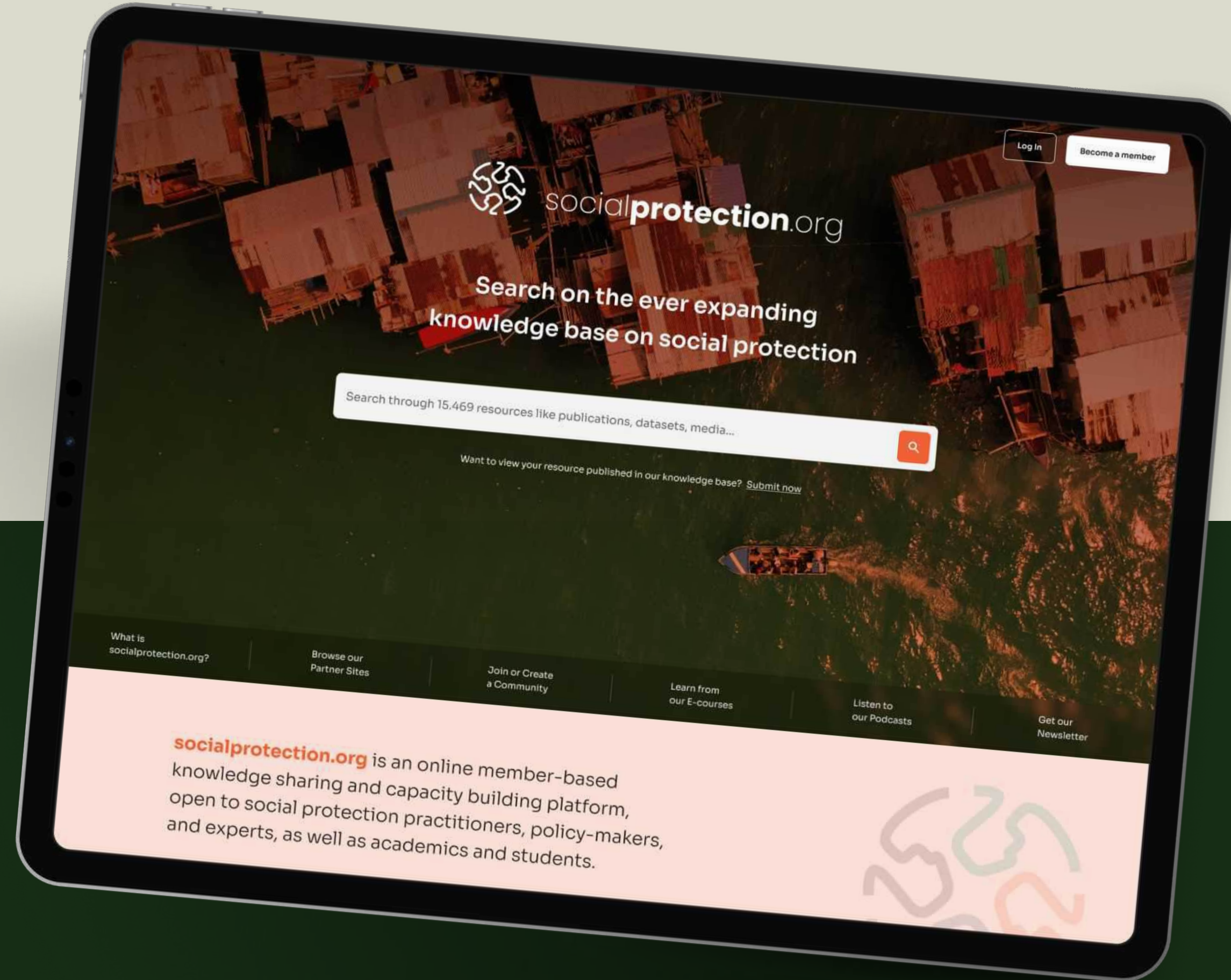
Note to self
Do all that while figuring out how RAG works...



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New Home & Search



- Filters sharpen relevance (tags, type, topic, region, date, language);
- Related events aid discovery and encourage author (relevance, date, attendees) and authors (relevance, publication count).

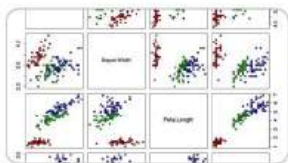
Using MUI assets, I mocked up a first-time academic flow centered on one search bar and a unified results page (instead of 7).

Cite

Summarize

UN's LLM distills key points into a concise summary in seconds.

Civil Registration and Vital Statistics (CRVS) and SP-MIS Interface



Dataset The World Bank • 2024

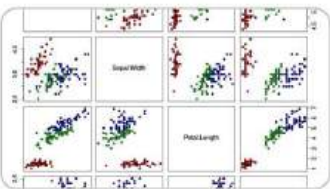
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Save Summarize Search Related Cite 23 citations

Cite this Resource

- MLA** Endale, Kefyalew, Alexander Pick, and Tassew Woldehanna. "Civil Registration and Vital Statistics (CRVS) and SP-MIS Interface" (2024). APA
- APA** Endale, K., Pick, A., & Woldehanna, T. (2024). Civil Registration and Vital Statistics (CRVS) and SP-MIS Interface. Chicago
- Chicago** Endale, Kefyalew, Alexander Pick, and Tassew Woldehanna. "FCivil Registration and Vital Statistics (CRVS) and SP-MIS Interface" (2024). Harvard
- Harvard** Endale, K., Pick, A. and Woldehanna, T., 2019. Civil Registration and Vital Statistics (CRVS) and SP-MIS Interface
- Vancouver** Endale K, Pick A, Woldehanna T. Civil Registration and Vital Statistics (CRVS) and SP-MIS Interface

Civil Registration and Vital Statistics (CRVS) and SP-MIS Interface



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Summarize Key Points • Powered by AI

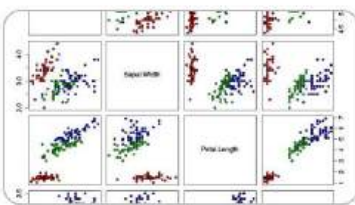
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AI extracts metadata and formats MLA/APA/Chicago/Harvard citations instantly.

AI finds or creates a contextual reading list, re-ranking as your research evolves.

Save

Civil Registration and Vital Statistics (CRVS) and SP-MIS Interface



Dataset The World Bank • 2024

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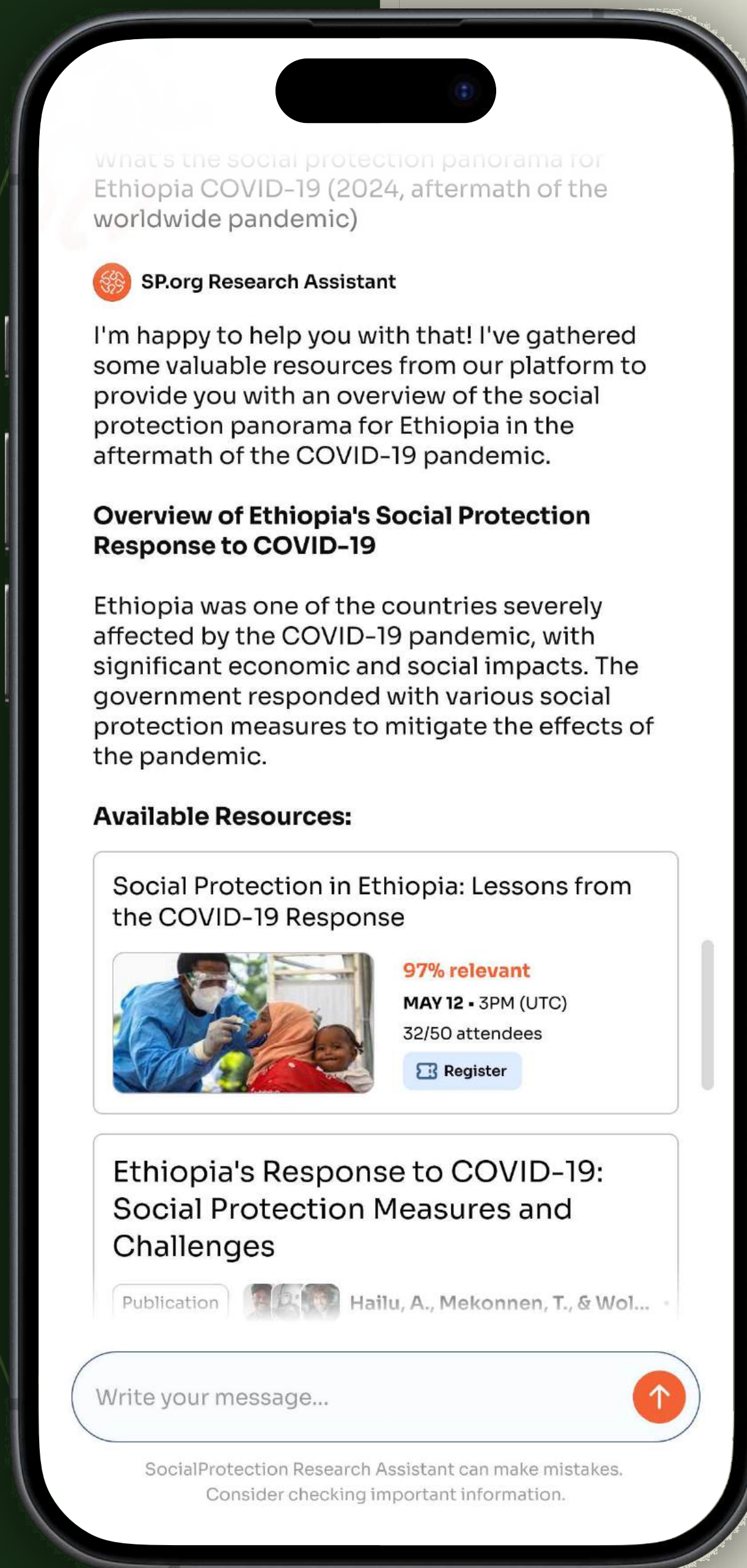
Save to Reading List • Powered by AI

- ✓ My Saved Resources 12
- Suggestion Ethiopia COVID Studies
- Brazil COVID Studies 24
- New List

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The Crown Jewel AI Research Chatbot



United Nations' first **deep research** assistant for social protection. It uses large language models with **retrieval-augmented generation** (RAG) over the UN's own database, so answers are grounded in source material and include links to what it found.

Alongside these core features, I proposed member-gated AI features, smarter filters/recommendations, and cleaner onboarding, turning SP.org into a faster, stickier research product that boosts sign-ups, repeat use, and increases time-to-insight. *



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Think I'd be a good fit?

Let's make it work

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+5581995274406
 /PJBACELAR

