

Jonatas Vinicius de Oliveira Souza

Product Designer – Marília, SP, Brazil

ola@jonatasouza.com.br – (14) 99745-4674 – [linkedin.com/in/jonatasvsouza](https://www.linkedin.com/in/jonatasvsouza)
<https://jonatasouza.com.br>

Product Designer with end-to-end experience across web and mobile products in different industries and business contexts. My experience involves user research, product thinking, and design to turn complex problems into simple solutions that balance user needs, business goals, and technical feasibility.

Experience

Auclan Design | Co-founder and Product Designer | (Jan 2021 - Sep 2026)

Co-founder responsible for the digital products practice, working as a Product Designer across end-to-end web and mobile projects, from initial research to final design and implementation follow-up, while balancing user needs, technical feasibility, and business goals.

Owna | Co-founder and Product Designer | (Apr 2021 - Mar 2023)

Co-founded Owna and worked as a Product Designer on the 0-to-1 development of an intellectual property registration and protection platform, contributing to product definition, research, prototyping, validation, and MVP launch.

Ara Macao | UI Designer | (Oct 2019 - Dec 2020)

Designed interfaces for digital products based on requirements, user flows, and guidelines previously defined by the teams involved.

Mega Empório | E-commerce Assistant | (Oct, 2014 - Jul, 2016)

Worked on e-commerce operations, including catalog management, competitor and pricing analysis, SEO, and supporting decisions related to positioning and commercial performance.

Relevant projects

Restructuring Anjos da Esperança's Donation Experience | (2025)

Owned the design of Rede Novo Tempo's digital donation experience, structuring one-time and recurring donation journeys and the donor management dashboard. Worked end-to-end on simplifying journeys, checkout flows, payments, and recurring donations, balancing donor needs, business rules, and organizational goals.

Dental Uni Digital Ecosystem | (2024)

Redesigned Dental Uni's digital ecosystem, including its website, mobile app, and portals for members, dentists, companies, and brokers. Worked end-to-end, from user research to solution definition and implementation follow-up alongside the engineering team. The project involved identifying and prioritizing opportunities, simplifying complex journeys, and reorganizing the information architecture to address different needs and usage contexts, contributing to a 45% increase in provider search accuracy and an 8% increase in organic traffic to the sales channel.

Empowering In-Store Sales at Martinello | (2022)

Owned the end-to-end design of an application supporting Martinello's sales associates throughout the in-store service process, from customer identification through checkout, along with complementary features across the journey. By bringing different stages of the sales process into a single experience, we consolidated more than three service stages into one journey, eliminating the need for sales associates to switch between systems.

Education

- **Bachelor's Degree in Information Systems** - UNIVEM - Centro Universitário Eurípides de Marília - (2014 - 2017)
- **Postgraduate Specialization in Mobile Application Development** - UNIVEM - Centro Universitário Eurípides de Marília - (2018 - 2019)

Skills

- **Product Design:** Discovery, UX Research, Wireframing, Information Architecture, UI Design, Design Systems, Responsive Design, Accessibility, Prototyping, Usability Testing, UX Writing.
- **Tools:** Figma, Claude, Codex, Miro, Wisprflow, Notion, Jira, Microsoft Clarity, Hotjar, Maze, Framer, Paper.
- **Languages:** Portuguese (Native), English (Advanced).