



Renan Cesar Antunes

I'm
36, Brazilian

Currently in
São Paulo, Brazil

Available for
On-site, Remote or Hybrid positions

With an experience of
15+ years

Hi,

I believe in the power of design to solve human challenges, not only through process but, also, the hacking of it - creativity and innovation often come from adversity itself. Design, after all, is not a goal, but a means. We don't design to make something great, we design to make people thrive.

I thrived when I was able to paint using only my fingers on a touchscreen for the first time on a totem at a theme park in the early 2000s. From that moment on, even as a 9 year old kid, I knew we could achieve great things as a society, and impact people's lives with the simplest interactions. Design has, then, been my area of study and career. I've been working in the industry since 2006, at the age of 16, having had the opportunity to work with a broad range of influential brands and solutions. But, after all these years, I understood that it wasn't just passion that has kept me motivated - it was knowledge, evidences, data. At the end of the day, we, as designers, can only rely on one fundamental thing: information. That is our source material, and that can only be our final result.

Education

Human-Computer Interaction
and User Experience
Specialization/Graduate Certificate
PUC-Rio, 2025-2026

Digital Design and Multimedia
Production
Bachelor of Technology
Istituto Europeo di Design, 2013 - 2015

Certifications

User Experience Design Tera 2018

User Research and User Testing Testr Academy 2019

OpenType, Webfont and Typography History Istituto Europeo di Design 2014

Main capabilities

Experience / Product / Interaction / Service / Facilitation / Information Architecture /
Prototyping / Systems / Visual / Branding

Lead/Specialist

Senior

Designer

Intern

Bartender

Designer

2025 '21 '18 '15 '13 '09 2006

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Latest Experiences

Nubank

Fintech / Retail, Search and Personalization

Mobile

1+ year

2025

Lead Product Designer APR/24 - JUL/25

Responsible for leading and crafting search and personalization experiences across the “Nu Shopping” area, a benefits and shopping experience inside the banking app

Company Contest Winner

First winner of a company-wide global contest for new and innovative initiatives, alongside a team of 4. Voted and selected by C-Level leaderships

Growth on Search Experiences

Up to **+5.4%** of GMV, **+6.3%** transactions rate, **+163%** engagement rate and **-24%** of bounce rates across search iterations and improvements

Growth on Personalized Experiences

Up to **+4.5%** growth on transactions and **+3.1%** of unique buyers across personalization initiatives across the benefits “Shopping do Nu” area

2024

Globo

Media Tech / Advertising, Media Management

SaaS, Web App

3-4 years

2023

Specialist Product Designer JUN/21 - FEB/24

Technical lead for multiple products and teams across the advertising platforms ecosystem, spanning media planning, creative assets management, data dashboards and media formats conception

Flagship products unification

Promoted, validated and crafted the strategy and experience for the **merger of 2 overlapping flagship products**, under the confirmed hypothesis of dispersion, lack of cohesiveness and excessive effort to users and customers, thus reaching a more sustainable and efficient business strategy

Analytics dashboard overhaul

Evaluation, diagnosis and redesign of the main dashboard for media campaign results, to **consistent positive user feedbacks**, under the challenge of presenting coherently indicators of different natures and types of media into a single integrated experience

Leadership for a team of 15

Technical leadership for a team of up to **15 designers**, from junior to senior levels, across multiple squads within the Advertising business area, focused on improving their skills, assisting strategic and facilitation challenges, while promoting a light and collaborative culture

2021

Senior Product Designer OCT/20 - JUN/21

Responsible for conceiving and designing new features and improvements for GloboAds, the main platform for media management, through continuous iterations.

2020



Previous Experiences

R/GA Consultancy	Senior Interaction Designer	Mobile, Web Goldman Sachs, J&J, Bradesco, +	2-3 years MAY/18 - OCT/20
Independent	Product and Interaction Designer	Mobile	6+ years MAR/13 - DEC/19
Sparck Burger King	NextLevel Studios SulAmérica, Nestlé	B.Ferraz Ambev	Webcore Interactive Pierre-Fabre, Boehringer
Swipecoin Startup, Fintech	Senior Product Designer	SaaS, Mobile, Branding	6 months NOV/17 - MAY/18
MRM-McCann Consultancy	Product and Visual Designer	Mobile, Web, Campaigns Shell, Monsanto, GM, +	1+ year NOV/16 - AUG/17
	Product and Visual Designer	Web, Campaigns LATAM Airlines	JAN/16 - JUN/16
Badaró Consultancy	Interaction Designer	Web, Mobile Vivo, Banco Safra, +	3 months SEP/15 - DEC/15
Internships	Product and Visual Designer		1-2 years
	JUN/13 - AUG/13 B2Blue.com Startup	NOV/13 - FEB/15 Fábrica Consultancy	FEB/15 - APR/15 Ginga Consultancy
Career pause to work as bartender in Brazil and cruise ships worldwide			
Zompt Interativa Consultancy	Product Designer and Web Developer	Web Blue Tree Hotels, +	3 months OCT/08 - DEC/08
Grito Ateliê Digital Consultancy	Product Designer and Web Developer	SaaS, Web, Campaigns Casa Flora, WineStore, +	1+ year JUL/07 - AUG/08
Independent	Product Designer and Web Developer	Web Local clients	4 months FEB/06 - JUN/06