

DIEGO HAINZENREDER
LEAD PRODUCT DESIGNER

July 18, 1985
Porto Alegre, RS - Brazil

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SUMMARY

I'm a Product Designer with over 15 years experience, based in Porto Alegre, Brazil, currently working at Ambush managing the design team and helping US companies grow their business, and as Freelancer for Toptal. In my career, I had the opportunity to built user focus digital products based on business needs where my role varied between User Experience Designer, Visual Designer, Interaction Designer, and Information Architect.

I believe in designing end-to-end products, from product definition, personas, customer journeys and experience maps, all backed by user research and data analysis, to information architecture, interaction design, visual design, animations and high-fidelity interactive prototypes for usability tests and handoff to developers. During that process, I enjoy using a wide variety of tools such as Facebook Analytics, online forms, Sketch, Figma, Principle, After Effects, InVision, and some HTML & CSS. I'm enthusiastic about Agile Methodologies, Lean UX and Design Thinking, and I believe collaborative teamwork makes the design better.

WORK EXPERIENCE

AMBUSH
Lead Product Designer
March 2017 to present

Ambush is a consulting agency from Austin, Texas, dedicated to working with fast-growing US companies delivering end-to-end products from idea to implementation in production.

Since I joined, I've defined and evolved what is the design strategy of the company as part of its business, created processes and started a team. Now, I directly manage the design team to deliver customer-facing digital solutions for the company's clients and to improve our processes and build a design-driven culture.

I've been using a combination of Lean Inception and Design Sprint as a framework for problem finding and framing, ideation and solution generating. I have experience planning and facilitating both of those methodologies with multi-disciplinary collaborative teams to produce shared understanding and creative thinking.

TOPTAL
UI Designer
October 2015 to present

Freelance UI Designer working remotely from Porto Alegre, Brazil on part-time or hourly projects for, mostly, US-based companies. My responsibility is to create or enhance the UI of their digital products by collecting requirements directly from clients.

TERRA NETWORKS
UI/UX Designer
August 2008 to March 2017

At Terra, I worked for more than seven years as a UI/UX Designer in the innovation of editorial digital products to over 100M users across 18 countries and 3 languages. In my last experience as a designer of the editorial products, I was part of the team that redesigned the entire user experience of the portal being the main designer of the project. After that, I work for over a year as Mobile Product Designer defining and creating innovative mobile apps and products that were not related to Terra's main brand.

During the time I worked at Terra, my activities involved from benchmarking and user research to the definition of the look & feel. I was responsible for the visual design, interaction design, style guide and QA of the interfaces implemented. I also created requirements, tasks and build prototypes for user testing.

FREELANCER, E-DESIGN
UI Visual Designer, Web Designer, Graphic Designer
April 2004 to August 2008

In my experience as a freelance designer, I had my first opportunity to work on a national scale as UI Visual Designer. The project was the redesign of the biggest TV cable company in Brazil: NET. I was responsible for creating the new online interface standards and style guide of their services.

At e-Design, I worked with Visual Identity, creating Logotypes and Branding Systems. Web design came just after that and I decided to focus my carrier on online interactive experiences. During that time, I worked mostly with local clients building their institutional sites and bringing their offline experience to the web.

WORK RECOGNITION

IA Summit 2012 Poster Nights
New Orleans, LA

IA Summit 2014 Poster Nights
San Diego, CA

EDUCATION

Universidade Federal do Rio Grande do Sul
Communication School
Bachelor's Degree, Advertisement
2004 to 2009

LANGUAGES

Portuguese (Native)
English (Advanced)