

Pietra Dallagnol Gottardo

Senior Product Designer



PROFILE

Product Designer with 5+ years of experience designing scalable B2B platforms, operational workflows, and data-heavy digital products. Specialized in transforming complex systems into intuitive user experiences through research, systems thinking, and strategic UX/UI design. Experienced in climate tech, AI-driven products, fintech, and enterprise platforms, with a strong focus on usability, workflow optimization, and design systems.

CONTACT

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LANGUAGES

Portuguese – Fluent
English – Fluent

PORTFOLIO & LINKEDIN

pietragottardo.com ↗
[LinkedIn](#) ↗

EXPERIENCE

Senior Product Designer *Datastake*

2022 – 2026

Sole product designer driving end-to-end design across a portfolio of B2B platforms for artisanal mine site management, traceability and ESG due diligence. Joined when the company had a single product and helped scale to 7+ apps over four years.

- Built the company's first design system from scratch, establishing the foundation for consistent, rapid delivery across a growing product suite.
- Owned design end-to-end, research, information architecture and prototyping through to overseeing engineering implementation and fidelity.
- Designed platforms for responsible sourcing and traceability, aligned to international due-diligence frameworks (LBMA, RMI, OECD).
- Contributed to blockchain-based traceability and a unifying platform consolidating trackable datapoints across the suite.

Product Designer *Self Employed*

2019 – 2022

Freelance digital designer working directly with clients across the full design process:

- User research, surveys and interviews to define each project's main goal.
- Competitive analysis, problem and hypothesis statements.
- User archetypes, flows, stories and journeys; concept sketching.
- Information architecture: sitemaps and card sorting.
- Low, mid and high-fidelity prototypes, followed by testing and validation.
- Scrum and Agile delivery through self-coordinated sprints, weekly reviews.

Graphic Designer *Catarinense Culture Foundation*

2019 – 2022

A public body administering cultural institutions across Santa Catarina state, Brazil. As a design intern, I developed:

- Visual identities for cultural events, theatre plays and festivals.
- Printed and digital materials for exhibitions, journals and books.
- Email marketing campaigns.
- Layout and typesetting of digital and printed materials.

EDUCATION AND TRAINING

UUX/UI Bootcamp	2022 – 2022
Ironhack	
Product Design Master's	2020 – 2022
University of Lisbon – Faculty of Architecture	
Graphic Design Bachelor	2016 – 2020
Itajaí Valley University	

TECHNICAL SKILLS

Design
Figma, Design Systems, Prototyping, AI integration, Information Architecture, User Research
AI & Prototyping
Claude Code, Figma Make / Figma AI
Other
Adobe Cloud, Excel / Google Sheets, Slides / PowerPoint