Leonardo de Souza Minetti

Product Designer | User Research, Consumer Insights, SaaS & AI

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PROFESSIONAL SUMMARY

Product Designer with end-to-end experience building B2B and SaaS products, from discovery through implementation follow-up. I work across user research, information architecture, user flows, prototyping, usability testing and interface design, partnering closely with Product and Engineering.

My degree in Marketing, combined with my experience in market research and Consumer Insights, is one of the key things that differentiates me as a Product Designer. Throughout my career, I worked with concept and product testing, pricing studies, sales forecasting, research design and data analysis for global companies. This background developed my ability to recognize patterns, identify trends and separate meaningful signals from complex data. Today, I bring that perspective into Product to turn evidence into clear insights and connect user behavior, business context and product decisions.

CORE SKILLS

Research & Insights: Market Research; Consumer Insights; User Research; Qualitative and Quantitative Research; User Interviews; Usability Testing; Concept and Product Testing; Pricing Research; Sales Forecasting; Data Analysis; Insight Synthesis.

Product Design: Product Discovery; UX Design; UI Design; Information Architecture; Interaction Design; User Flows; Wireframing; Prototyping; Design Systems; Product Strategy; Product Metrics.

Products & Technology: SaaS; B2B; AI Products; Conversational Interfaces; Human-AI Interaction; Agile Methods.

Tools: Figma; Framer; Amplitude; Hotjar; Claude; ChatGPT; Jitter; Lottie; LottieLab.

PROFESSIONAL EXPERIENCE

Product Designer | On The Go - Consumer Insights

Aug 2025 - Apr 2026

On The Go is a Consumer Insights platform that helps companies transform market research data into actionable knowledge through AI-powered tools, analytical dashboards and conversational experiences.

- Worked as the sole product designer in a lean team, leading discovery, user flows, high-fidelity prototyping, validation and implementation follow-up with the PM, CPO, CTO and Engineering.
- Led the design of Genius Hub, a Consumer Insights SaaS platform that centralizes research and external sources through knowledge organization, source navigation and an AI-powered conversational experience. During testing, **80% of users preferred conversational search over traditional dashboards**, with workflows showing the potential to **reduce time-to-insight by around 72%**. Even at the **MVP stage, the product secured 3 international early-adopter clients**, validating demand and becoming central to the company's product strategy.
- Designed AI Personas and quantitative and qualitative analysis assistants, turning research data into conversations, summaries, comparisons, rankings and structured analyses.
- Applied my market research background to translate qualitative and quantitative data structures into flows, filters and responses that business users could understand and act on.
- Conducted continuous discovery with internal teams and clients, translating operational friction into improvements in usability, efficiency and clarity across the platform.

Mid-Level Product Designer | Instacarro

Jan 2025 - Jul 2025

Instacarro is a digital automotive platform focused on simplifying the car selling and buying experience, connecting consumers, dealerships and business operations through digital products.

- Defined and prioritized product problems based on data, user needs and business goals in partnership with Product Managers and stakeholders.

- Planned and conducted product discovery, user interviews, insight analysis and documentation to support product decisions.
- Designed and validated journeys, user flows, wireframes and high-fidelity prototypes for dealers using a B2B automotive platform.
- Partnered with Product and Engineering on refinement, handoff, implementation follow-up and the definition of success metrics.
- Experience improvements for car dealers contributed to a 10% increase in auction participation.

UX Designer | GeniTravel

May 2024 - Oct 2024

GeniTravel is a traveltech product focused on improving how travel businesses manage their operations and customer journeys through digital tools and experiences.

- Mapped personas, user journeys and customer needs to guide the evolution of digital products in the travel industry.
- Conducted interviews and usability testing, synthesizing feedback from users and stakeholders into product opportunities.
- Created wireframes, user flows and interactive Figma prototypes to test and validate concepts before development.
- Redesigned complex workflows, including a check-in experience simplified from more than ten screens into a single page.

Research Executive | Toluna (Market Research)

Jul 2023 - Mar 2024

Toluna is a global market research and Consumer Insights company supporting brands through quantitative studies, data analysis and insight generation.

- Managed end-to-end research projects, from client briefs and questionnaire design through analysis and final delivery.
- Analyzed and synthesized data into insights, recommendations and reports aligned with clients' research and business objectives.
- Coordinated internal teams and external partners and supported commercial proposals and client meetings to keep projects effective and on schedule.

Innovation Research Intern and Analyst | NielsenIQ (Market Research)

Mar 2021 - Jul 2023

NielsenIQ is a global consumer intelligence company; within its BASES innovation practice, the focus was consumer research for product and concept development.

- Worked on research and innovation projects for global companies, supporting decisions on new product development, positioning and market potential.
- Contributed to idea prioritization, concept and product testing, sales forecasting and pricing studies across different stages of the research process.
- Analyzed data and translated research findings into insights, recommendations and executive narratives for business decision-making.
- Prepared client presentations and project materials, facilitating communication across internal teams, fieldwork, data processing and stakeholders.
- Managed project timelines and data quality controls, ensuring consistency and reliability throughout delivery.

EDUCATION

Bachelor's Degree in Marketing | University of São Paulo (USP)

Jan 2018 - Jul 2022

LANGUAGES

Portuguese: native | English: fluent | Spanish: intermediate