

**MATHEUS**  
**DONANGELO**

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## ABOUT ME

Hello there, I'm **Don!**

A Product Designer passionate about being with users, discussing with business, and investing time crafting delightful interfaces.

### Key skills

User Interviews, user testing, wireframing, planning and running workshops, user journey mapping, crafting 0 to 1 interfaces, OKRs, project management, and continuous learning.

### Some tools

Figma, Photoshop, Mural, Miro, ChatGPT, Midjourney, Webflow, Framer, Maze, Useberry, HTML/CSS, and JavaScript.

## EXPERIENCE

**Staff Product Designer**  
at weme  
Nov 2024 - today

Conducted consultancy projects as a Principal Product Designer, leading a team of over five designers to ensure consistency in deliverables.

**Senior Product Designer**  
at weme  
August 2022 - Oct 2024

Led the end-to-end design of a dashboard and app from 0 to 1 for a freelancer allocation startup. Conducted user interviews, usability testing, metrics analysis and handoff to developer. Additionally, managed and executed Product Delivery projects for major companies such as CPFL, Rappi, and Banco BV

**UX and UI Designer**  
at weme  
August 2020 - July 2022

Led and executed Product Discovery projects for companies such as Alelo, BTG Banking, EPTV, PwC, Reckitt Benckiser, and Unilever.

As a consulting designer, I guided projects from initial business hypotheses to the creation of reports with qualitative evidence, helping to shape the development of solutions or suggesting new project directions.

**Design Engineer**  
at weme  
October 2017 - July 2020

Executed projects that required user interviews and web solution development. Designed and developed dashboards and landing pages for startup management and monitoring, as well as educational platforms focused on innovation and OKR management.

**Freelancer**  
2010 - 2014

Gained experience building blogs, landing pages, company pages, and dashboards using PHP, HTML, CSS, MySQL.

## VOLUNTEERING

**President**  
at Vertuno  
January 2019 - January 2020

Managed the company strategically, coordinated departments, represented the company institutionally, reorganized the organizational structure, and reviewed legal and statutory documents.

**Innovation Advisor**  
at Vertuno  
March 2018 - December 2018

Implemented the company's first strategic management structure based on the OKR methodology and lean tools.

**Project Manager**  
at Conpec  
August 2016 - May 2017

Managed web platform projects (PHP, JavaScript, MySQL, HTML5, CSS3), and led team and project management using Agile methodologies.

**Marketing Advisor**  
at Conpec  
April 2016 - May 2017

Developed and monitored digital marketing strategies, created content marketing strategies (inbound marketing), coordinated and reviewed blog posts, maintained the corporate website, and designed digital and physical publication materials.

## EDUCATION

**Public Policy Management**  
at Universidade de São Paulo (USP)

Completed a degree in applied social sciences, studying policy, law, economics, and sociology. Developed skills in defining strategies to solve collective problems, building action plans, and evaluating implemented projects and policies.