Reinner Andreoli

Senior Product Designer · generative AI products

reinner@gmail.com · linkedin.com/in/reinner · reinner.com.br · São Paulo, Brazil · open to remote

PROFILE

Product designer with twenty years in digital product, the last two of them building generative AI in production rather than in a slide deck. I led design in a regulated product at Porto (a health insurance app with more than 2 million active users, NPS from 35 to 61), in Natura's e-commerce (checkout work worth roughly US$ 2 million in additional weekly sales) and on Triggo.ai's no-code AI platform, among the Top 10 LinkedIn Startups. Today I design and code Localhub, a multi-tenant SaaS with AI agents, an MCP server exposing 44 tools, documents with their own electronic signature, and governance every model call goes through. I work from discovery to delivery, with the metric agreed before shipping and not after.

FIT FOR A PRODUCT DESIGNER ROLE FOCUSED ON AI AND INNOVATION

- **Generative AI inside the product:** assistants, copilots, semantic search, recommendations and autonomous agents, always with transparency about what the model did, a trail of what it touched, and a way to switch it off.
- **UX for AI:** I design the states the model creates, latency, partial answers, blown cost ceilings, errors and hallucinations. Guardrails, source citation and answer evaluation ship as screens.
- **Documents, contracts and trust:** I built the document and contract module with its own electronic signature, an audit trail, 2FA with device trust and row level isolation in the database. Before that I designed a legal assistant and AI contract analysis, where every extracted clause carries a reference to its source passage and clause by clause human validation.
- **Design systems for intelligent components:** tokens, variables and libraries in Figma, dark mode and mobile first, with the design system living inside an agentic development machine (Claude Code, MCP and Codex) that writes components from the pattern.
- **AI in research, every day:** interview and transcript synthesis, hypothesis pressure testing with synthetic personas, copy variation and assisted desk research, keeping a strict line between generated hypothesis and collected evidence.
- **Decisions with data:** SQL against the product's own Postgres, funnel, conversion, retention, NPS, CSAT and CES. Once a product is live, the database is the best research source there is.

CORE SKILLS

Discovery and research: Triple Diamond, CSD matrix, opportunity solution tree, Mom Test style interviews, desk research, card sorting, personas and journeys, usability testing, concept testing, fake doors, A/B testing and surveys.

UX, UI and design systems: information architecture, flows, wireframing, high fidelity interactive prototyping, microinteractions, mobile first, WCAG accessibility, Gestalt, CRO, componentization, design tokens, variables and libraries, auto layout, dark mode, handoff and DesignOps.

Applied AI: UX for generative AI, conversational interfaces, agent design, prompt engineering, RAG and semantic search, Model Context Protocol, answer evaluation, permission gates and cost ceilings.

Tools: Figma and FigJam, Claude and Claude Code, ChatGPT, Gemini, MCP, Jira, Confluence, Notion, Supabase and PostgreSQL, SQL, GA4, Next.js, TypeScript, HTML and CSS, n8n.

Metrics and rituals: NPS, CSAT, CES, conversion, retention, funnel analysis, OKRs and KPIs, in Scrum and Kanban, with squads across product, engineering, data, marketing and customer success, executive communication and designer mentoring.

EXPERIENCE

Localhub · Founder, product designer and product engineer 11/2025 to present

Multi-tenant SaaS with AI · São Paulo, remote

- Designed and built an entire sales SaaS, from discovery to production, with real customers operating on it and more than 130 versioned database migrations.
- Discovery killed the product premise in the first week. A local business loses customers to a slow reply, and organising contacts does not fix that. The product stopped being a place to store people and became a system that leaves nobody unanswered.
- Designed the AI agent experience: a per customer sales agent, an intent engine that returns a 0 to 100 score plus the next action, and an MCP server with 44 tools that opens the product to the customer's own AI, with an explicit boundary on what stays out.

- Built the governance layer every model call passes through, with per customer permission and cost ceiling, a training screen, a governance screen, a record of what the AI did and a per conversation off switch.
- Shipped documents and contracts with their own electronic signature, an audit trail, 2FA with device trust and row level security on every table.

Porto · Senior Product Designer (allocated via Triggo Labs) 06/2022 to 11/2025

Insurance and health, regulated domain · São Paulo

- Led the full redesign of the Porto Saúde mobile app, directly impacting more than 2 million active users.
- Redesigned the critical journeys of home, search and claims, taking the app's NPS from 35 to 61 and reducing support and service cost.
- Ran user research, usability testing and A/B testing to validate hypotheses before spending development cycles.
- In 2025 I designed the vision for the new app, with the brief of moving from a health insurance app to an app that takes care of health. An AI assistant that settles a request inside the app, continuous care programmes, telemedicine in a floating window and a search followed from the lock screen.
- Product in a regulated domain, where a design decision carries risk and has to be defended with data.

Triggo.ai · Design Lead and Senior Product Designer 11/2023 to 11/2025

No-code AI platform, Top 10 LinkedIn Startups · São Paulo

- Led design for the no-code AI platform that lets people build and deploy intelligent agents without writing code.
- Designed the product's experience architecture, including what a person sees while the model is thinking and what they see when the model gets it wrong.
- Designed semantic search and a conversational interface, with empty states, partial answers, source citation and an exit path when the answer does not help.
- Designed the legal assistant and AI contract analysis: the document on one side, the conversation on the other, every extracted clause referencing its source passage with a thumbs up or down, because whoever answers for the risk has to be able to disagree with the model.
- Built the design system and interface standards for a complex data and AI product.
- Designed an internal people tracking product, from discovery to an interactive prototype with a real database, with eight task journeys and a complete userflow in Figma, validated in rounds with the client.

Natura &Co · Senior Product Designer (allocated via Triggo Labs) 08/2021 to 06/2022

Direct sales at scale · São Paulo

- Led the redesign of the B2B sales platform used by more than 1.2 million sales consultants.
- Redesigned the checkout flow, generating roughly US$ 2 million in additional weekly sales.
- Applied CRO and mobile first design to reduce friction in the highest drop off steps.

CVC Corp · Digital Specialist and Product Designer 06/2008 to 08/2021

Retail, high traffic e-commerce and omnichannel · São Paulo

- Launched a crisis support portal that cut support tickets by 90% within one week.
- Delivered the Online-to-Store omnichannel solution, rolled out to more than a thousand stores and awarded the ABEMD Gold.
- Worked on high traffic e-commerce, optimizing conversion and the purchase experience.

EDUCATION

- MBA in Technology for Business: Artificial Intelligence, Data Science and Big Data · Faculdade Líbano · 2024 to 2025 · GPA equivalent 8.8 of 10
- Executive MBA in Leadership and People Development · Faculdade Líbano · 2025
- MBA in Project Management · Fundação Getulio Vargas (FGV)

CERTIFICATIONS, AWARDS AND LANGUAGES

UX for AI and Intelligent Products (20h), UX Design Leadership (40h), UX Metrics for Digital Products (24h) and Strategic Design (30h), by TheStarter. Possible Futures with AI and UX Research, Information Architecture for UX, and Portfolios and UX Research Evaluation, by Clube de UI.

ABEMD Gold Award for the Online-to-Store innovation case in physical retail. **Languages:** Portuguese native, English advanced with professional working proficiency in international contexts.

Portfolio with discovery, decisions and what was discarded at **reinner.com.br**