Gustavo Sá

Planning Lead and Product Designer

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I've been a product designer at Real Seguro Viagem since 2023, where I now lead the Planning team. I like understanding the problem before opening Figma, looking after the people I work with, and making usually bureaucratic journeys, like insurance, feel simple. I'm currently exploring how AI fits into the design process.

EXPERIENCE

Real Seguro Viagem
2023 – now · 3 years 8 months

Planning Lead — 2025 – now · 1 year 9 months
- I set the team's priorities, lead 1:1s and track product metrics (OKRs and KPIs).
- I bridge technical and business teams.
- I stay hands-on in design, from user research to Figma prototypes, and follow delivery so what ships matches the design system.

UX/UI Designer — 2024 – 2025 · 1 year
- Helped build the company's design system, bringing consistency across products and speed to the team.
- Designed responsive web systems with users at the center.

UX/UI Design Intern — 2023 – 2024 · 1 year
- Helped create interfaces and design responsive web systems.

Leterizza
Volunteer · 2025 – 2026 · 8 months

UX/UI Designer
- Only designer on the team: designed the website and built the study platform's design system.

Information Systems Week, USP
Volunteer · 2023 – 2025 · 2 years 8 months

Co-director of Design & Communication — 2023 – 2025 · 2 years
- Led the creative team and the visual build of the event website.

Design & Communication member — 2023 · 8 months
- Visual identity, website and support on the event's live stream.

Síntese Jr.
Student-run consultancy · 2021 – 2022 · 1 year 8 months

Creative Director — 2022 · 1 year
- Led the team designing interfaces for websites and apps, applying Design Thinking to projects.

Design & Communication member and trainee — 2021 · 8 months
- Interfaces for websites and apps, plus social media posts.

EDUCATION

Information Systems
Bachelor's · University of São Paulo (USP) · 2021 – 2025

COURSES

Google UX Design
Professional certificate program

Figma
Course

SKILLS

Product design · Design systems · User research · Prototyping · Team management · OKRs and KPIs · AI in design · Design critique

TOOLS

Figma · Handoff plugins · Google Analytics · Microsoft Clarity · HTML and CSS

LANGUAGES

Portuguese
Native

English
Reading and listening

PORTFOLIO CASES

Leterizza	Website and design system
EstudUSP	Q&A platform
SSI 2023 and 2024	Event websites
BestTravel	Travel app
CinUSP	Redesign