

# Matheus Petroni

Lead/Staff Product Designer

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[LinkedIn](#) and [Portfolio](#)

+5511983336993, São Paulo/BR

## Work Experience

### Product Design Lead

Bitso  
Mexico City, Mexico (Remote)  
Ago 2022 – Present

### Course Facilitator

Mergo User Experience School  
São Paulo, Brazil  
Mai 2021 – Dec 2023

### Senior Product Designer

Olist  
Curitiba, Brazil (Remote)  
Apr 2021 – Jul 2022

### Product Designer

Associação Nova Escola  
São Paulo, Brazil  
Oct 2018 – Mar 2021

### Product Designer

FestaLAB  
São Paulo, Brazil  
Jan 2018 – July 2018

### UI and Digital Designer

ManageFlitter  
Sydney, Australia (Remote)  
Dec 2015 – Jan 2018

### Web Designer

Sintony Comunicação  
São Paulo, Brazil (Remote)  
Aug 2014 – Sep 2015

### Web Design Intern

Agência KR  
Bauru, São Paulo  
Mar 2013 – May 2014

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## Education

### Master Degree in HCI, Artificial Intelligence and Speculative Design

Pontifical Catholic University (PUC)  
São Paulo, Brazil  
Feb 2022 – Jan 2024

### Professional Training in UX Design

Mergo User Experience School  
São Paulo, Brazil  
Aug – Dec 2018

### Bachelor Degree in Graphic Design

São Paulo State University (UNESP)  
Bauru, Brazil  
Feb 2013 – Dec 2017

### Design and Media Arts Studies

University of New South Wales (UNSW)  
Sydney, Australia (Scholarship)  
Feb – Nov 2015

## Skills

Strong leadership, decision-making, and stakeholder management skills

14+ years in digital product design, with end-to-end experience from research to post-launch metrics

Experience with end-to-end digital product process, from research to post-launch metrics

AI-informed design process, grounded in both professional practice and academic research

Portuguese (Fluent), English (Fluent), Spanish (Advanced)