

BERNARDO HORTA

PRODUCT DESIGNER (UX/UI)

Portfolio: <http://bernardo.cc>

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Work permits: Europe, South America

Languages: English, Portuguese

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I'm a Product Designer with 15+ years solving challenges and designing end-to-end digital products, including AI-driven experiences, conversational interfaces, and mobile apps used by 200K+ people. Expert in Figma, design systems and interactive prototyping; comfortable owning workstreams from discovery to shipped UI in fast-moving teams.

SKILLS

Product Design (UX/UI)

Interaction Design

Design Systems

Interactive Prototyping

User Research

Figma

Figma Make

AI-Driven UX

Agentic AI

AI Design workflows

Design Sprints

Facilitation

Data-Informed Design

WORK EXPERIENCE



Zicasso

Senior Product Designer

Jul 2025 - Current

Design lead for a consumer luxury travel marketplace, owning the design system, conversion optimization, and the company's AI design practice. Joined during a downturn (revenue -20% YoY); the company returned to growth within a quarter and reached +40% YoY revenue growth in Q1 2026, with funnel conversion now one of its three company objectives.

Led the AI design initiative: an agentic workflow pairing Claude with Figma's MCP to generate on-system design assets, working prototypes, and mockups, plus AI skills for UX copy, proto-persona research, accessibility checks, and design critique. Quickly testable ideas

A/B testing, added field-level form analytics, built a weighted prioritization framework, and mapped the baseline visitor-to-sale funnel, and its four leak points from GA4, Tableau, and Hotjar data. The first cycle of six A/B tests shipped from that roadmap. Responsible for the user research initiative.

Redesigned the landing pages and lead capture flows that receive paid traffic. Ship decisions came from A/B tests and heuristic reviews. Conversion from qualified visitors went up 11%.

Planned roadmaps, wrote and maintained the Jira tickets, QA'd releases across devices, and presented progress at company all-hands.

Restructured the design system around semantic tokens and component architecture, with documentation that designers and engineers follow on their own.



PoC Digital

Senior Product Designer

May 2024 - Jul 2025

Product designer at a digital consultancy, leading design sprints and UX research for clients stuck on conversion, adoption, or MVP validation.

Designed an AI churn tool in a 4-week design sprint: a real-time dissatisfaction dashboard, AI-scored priority queues, and a chatbot that drafts emails and call scripts for account managers. The interactive prototype is what won the client its investor buy-in.

Sole designer on a tablet app for planning agricultural drone missions. Live satellite maps, weather overlays, fleet analytics, aviation compliance paperwork. Started in discovery sessions with farmers and ended at a production-ready prototype.

Ran full discovery-to-handoff cycles with client teams, delivering Figma files and prototypes precise enough to cut engineering rework.



McKinsey & Company

Senior UX/UI Designer
Oct 2012 - May 2024

Design lead for the firm's global knowledge platform suite, four connected products on desktop and mobile with 200,000+ users. Also designed for firm clients in SaaS, finance, healthcare, retail, and media.

Designed multiple successful projects for the firm and its clients across diverse industries, including SaaS, finance, healthcare, retail, and media, impacting millions of users globally.

Owned the full product design lifecycle, from journey mapping, requirements analysis, and concept development to handoff, launch, and implementation in collaboration with engineering.

Planned and executed UX research and analytics initiatives (interviews, usability tests, surveys, data analysis), translating insights into continuous product evolution and contributing to the firm's UX maturity through guidance and training.

Designed key artifacts (interfaces, interactions, wireframes, prototypes, personas, flows, journeys) and contributed to the development and implementation of the firm's design system.



Ferrovia

Director, User Experience Design
Aug 2010 - Oct 2012

Directed digital product design and development for web and mobile, managing designers, developers, and vendors from concept to launch.

Redesigned the website of Caritas Brazil, a global non-profit. First-year numbers: donations through the site up 14%, new donors up 21%, traffic up 42%, bounce rate down 30%.

Redesigned the member portal of a LatAm rewards platform and integrated an external vendor's system. Points redemption, card applications, and satisfaction rose while transaction errors fell.



EDUCATION

Graphic & Product Design, Bachelor

Universidade de Brasilia (Brasilia, Brazil)

Business Communication, Master

ESPM (Sao Paulo, Brazil)

AI-First Academy

AI Academy

Product Management, Certificate

General Assembly (New York, USA)

The 2024 Updated Design Sprint, Certificate

AJ&Smart (Remote)

Service Design, Certificate

Echos School of Design Thinking (Sao Paulo, Brazil)

Design Sprint, Certificate

AJ&Smart (Remote)

Design Thinking Facebook Challenge, Certificate

ESPM (Sao Paulo, Brazil)

Design Thinking, Certificate

Harvard School of Continuing Education (Cambridge, USA)

Strategic Marketing, Certificate

Fundação Getúlio Vargas (Brasilia, Brazil)



VOLUNTEERING

New York Cares

New York Cares mobilizes volunteers to address pressing community needs across NYC, fostering compassion and empowerment. Together, it makes a difference in the lives of those facing challenges, building a stronger, more resilient city and community.

Pisco de Luz

Pisco de Luz aims to provide affordable, clean, and sustainable lighting for low-income households, replacing oil-based lamps to improve health and preserve the environment, spreading illuminated smiles of hope across the country, even in remote and forgotten places.