Tales Andreazza Ebner

Product Designer | Product Strategy, Growth, and Scalable Experiences

São Paulo, Brazil | **Open to Remote and Relocation**
talkto@talesebner.com | +55 11 95022-2602
talesebner.com | linkedin.com/in/talesebner

Summary

Product Designer with extensive experience designing and scaling digital products across SaaS, enterprise, fintech, travel, telecommunications, and media industries.

Combines strong product thinking, interaction design, and systems expertise to solve complex user and business problems through research-driven decision-making, experimentation, and cross-functional collaboration. Experienced in translating customer needs, business goals, and technical constraints into intuitive experiences that drive adoption, engagement, and operational efficiency.

Works end-to-end across discovery, definition, delivery, and optimization, leveraging qualitative research, behavioral analytics, usability testing, and AI-powered capabilities to create impactful product experiences.

Experience

Senior Product Designer | Hewlett Packard Enterprise | 2023–2026

- Increased report generation 4× and unique users 5× within 12 months by redesigning reporting experiences into a scalable self-service product used across multiple platforms.
- Improved customer adoption and retention by enabling users to create, schedule, share, and export reports independently without engineering support.
- Identified user needs and adoption barriers through qualitative research, usability testing, and behavioral analytics, informing product strategy and prioritization.
- Partnered with product managers, engineers, and business stakeholders to define solutions balancing customer value, technical feasibility, and business goals.
- Designed AI-assisted reporting experiences, including natural language query input, automated chart creation, and insight generation to simplify complex analytical workflows.
- Improved usability and accessibility across data-intensive interfaces through clearer information architecture, interaction patterns, and WCAG-compliant experiences.
- Established reusable product patterns that accelerated delivery and improved consistency across reporting experiences.

Senior Product Designer | Woolf | 2022–2023

- Reduced accreditation timelines from years to months by redesigning workflows and simplifying complex regulatory processes for partner institutions.
- Doubled institutional partnerships by improving onboarding, usability, and task completion across user roles.
- Led stakeholder workshops and collaborative sessions to align product, legal, and academic requirements.
- Translated customer needs and regulatory constraints into scalable product experiences supporting growth across multiple organizations.

Product Designer | **Bloomreach** | **2021–2022**

- Improved usability and efficiency of enterprise marketing workflows through customer-centered product design.
- Increased adoption by testing and refining solutions through prototypes, user feedback, and usability research.
- Simplified complex workflows for large-scale B2B customers, reducing friction across business processes.

Product Designer | **Kiwi.com** | **2018–2021**

- Increased GDPR consent completion rates by 87.5% through redesign of privacy and account experiences.
- Led design initiatives across customer account experiences, affiliate products, and communication systems.
- Balanced compliance requirements with customer experience through cross-functional collaboration.
- Improved consistency and usability across both B2C and B2B product ecosystems.

Senior User Experience Designer | **Itaú Unibanco** | **2016–2017**

- Contributed to growth from 3.7M to 6.8M active users through digital banking improvements.
- Improved customer journeys across Retail, Uniclass, Personnalité, and Private Banking segments.
- Contributed UX solutions recognized through the iF Design Award-winning digital banking experience.

Additional experience: Senior design roles across financial services, telecommunications, transportation, and digital media, including **BNP Paribas Cardif**, **Cielo**, **Telefónica**, **GOL Airlines**, **CharterUP**, **Konica Minolta**, **Editora Abril**, **Vetta** | **SMS Group**, and **Terra Networks**.

Skills

Product Design | Product Strategy | UX Design | UI Design | CX Design | Interaction Design | Information Architecture | User Research | Qualitative & Quantitative Research | Behavioral Analytics | Usability Testing | Product Discovery | Product Delivery | Experimentation | Data-Informed Decision Making | AI-Powered Product Design | Natural Language Interfaces (NLQ) | Data Visualization | Accessibility | Figma | Prototyping | Wireframing | HTML | CSS | Stakeholder Management | Workshop Facilitation | Cross-Functional Collaboration | Design Systems

Education

Licentiate in **Visual Arts** | Uni Ítalo | Expected 2028
Bachelor of Arts in **Design** | Anhembi Morumbi | 2005

Certifications

Figma + AI | British School of Creative Arts and Technology | 2026
Emotional Design | Mergo User Experience | 2025
UX Strategy | Mergo User Experience | 2017

Additional

Languages: Fluent English, native Portuguese, and professional working proficiency in Spanish.
Awards: 2nd Place at HackPrague (HackPrague, 2021), iF Design Award (iF Design Foundation, 2018), Best Bank Application (DataFolha, 2017), Creativity Award (BNP Paribas Cardif, 2014).
Community: Design and art workshops facilitator and educator; design mentor; curator and organizer of art and design-related events; member of Mensa Brazil.