

# BRUNO PINHEIRO

## Senior Product Designer | Design Engineer

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### Summary

I turn ambiguous problems into working digital products. Over 25 years, I have rebuilt legacy platforms, designed product systems, automated repetitive workflows, and shipped 0-to-1 tools with AI-assisted coding. I work best where product strategy, UX, and technical execution need to live in the same person.

### Experience

#### Lead Product Designer

*The Educational Company of Ireland (Edco), Remote | May 2022 to Present*

*Ireland's leading educational platform, 50,000+ students across web and mobile*

- Led Flash-to-HTML5 migration, increasing monthly delivery from **30 to 100 products** while cutting developer hours by **50%** through process optimisation
- Redesigned the main learning platform using a component-based design system, expanding usable screen space by **11%** and improving focus and engagement for **50,000+** students
- Built and scaled a unified design system adopted across **3,500+** products, enabling faster handoffs and consistent user experience
- Developed Python and Shell automation scripts to eliminate repetitive tasks, enabling async collaboration and accelerating team productivity
- Translated stakeholder needs into clear product and technical direction, and made engineering constraints understandable to non-technical teams while shipping workflows, prototypes, and automation tools

#### Founder and Design Engineer

*Brunix Studio, Remote | Nov 2024 to Present*

*Independent studio building AI-assisted products, internal tools, and workflow automations from concept to deployment*

- Built AI-assisted mobile, web, and internal products from 0 to 1, taking them through user tests, live pilots, team adoption, and Android launch prep
- Designed and deployed MVPs with Codex, Claude Code, Lovable, React/Next.js, React Native, Vercel, Supabase, and Neon
- Created Edco/Bua automation tools that cut resource-production tasks by 10x+, turning PDF, thumbnail, title, and SVG workflows from hours into seconds

#### Product Designer, Contract

*Imvizar, Dublin, Ireland | Jan 2022 to May 2022*

- Led end-to-end redesign of mobile and web platform plus complete visual identity overhaul, directly contributing to the company securing new partnerships and investment
- Built foundational design system still scaling across the product today

#### Founder and Product Leader

*Wave VR Studio, Brazil | Jun 2014 to Aug 2017*

- Founded and led VR startup building architectural visualisation and tourism platforms in Unity 3D and Unreal Engine, securing incubation at InovAtiva Brasil
- Pivoted from B2C to B2B based on user research, resulting in partnerships with real estate developers and tourism boards

Earlier: Product Designer at McGowans Print, Ireland (2018-2021) | Motion Designer at Therapie Clinic, Ireland (2021) | Frontend Developer, 3D Artist, eLearning Designer in Brazil (2002-2014)

### Skills

**Product:** Discovery, MVP scoping, UX strategy, user testing, product delivery

**Technical:** Python, Shell, Git, HTML/CSS/JS, React, React Native, Next.js, Figma

**AI and Automation:** Codex, Claude Code, Lovable, Cursor, OpenAI API, n8n, Supabase, Neon, Vercel

### Education

**AI Product Management Certification | 2025**

*Maven, Product Academy, Remote*

**UX Bootcamp | 2019-2020**

*Talent Garden Innovation School, Ireland*

**MBA in Entrepreneurial Management and Innovation | 2016-2017**

*Universidade Federal de Campina Grande, Brazil*

**BSc in Graphic Design | 2002-2005**

*Universidade Tiradentes, Brazil*

**Languages:** Native Portuguese | Fluent English | B1 Spanish