BRUNO PINHEIRO

Senior Product Designer & AI Product Builder

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SUMMARY

Highly experienced Product Designer with 20+ years shaping digital experiences, from web design and front-end development in the early 2000s, through mobile, 3D, VR/AR, to AI-powered products today. My career mirrors the industry's transformation: I've designed for nascent web platforms, pioneered VR solutions, led large-scale EdTech migrations (Flash→HTML5), and most recently built full-stack AI applications from 0→1.

This diverse background proves adaptability. Every domain I've explored (EdTech, HealthTech, gaming, architectural visualization, e-learning) reinforced the same principle: solve real user problems through intuitive, scalable design. Today, I combine strategic product thinking, design leadership and mentorship, hands-on technical skills (Figma, HTML/CSS/JS, AI integration, Python automation), and years of UX expertise to deliver end-to-end solutions that drive measurable business value.

SKILLS

- **AI & Automation:** Prompt Engineering, LLM Integration, AI Productization, OpenAI API, LangChain, Workflow Automation (n8n), Generative & Research Tools (ChatGPT, Claude, Gemini, Perplexity, NotebookLM), AI Development Systems (Cursor, Anti Gravity, SnapDev).

- **Product, UX and UI Design:** Design Thinking & Strategy, User Research, User-Centric Design, Prototyping, Wireframing, Usability Testing, Figma, Adobe Suite, A/B testing, Visual Design, End-to-End Process & Optimization.

- **Design Leadership & Mentorship:** Team mentorship, design critiques, quality elevation, cross-functional collaboration, design advocacy.

- **Technical and Development:** AI Prompt, AI Integration for UX & Programming, HTML, CSS, JavaScript, Jira, Git, Linux, DevOps, CI/CD.

- **Methodologies and Soft Skills:** Agile Methodologies, Collaboration, Project Management, Effective Communication, Problem-Solving, Adaptability.

- **B2B Product Experience:** B2B2C Platforms, Multi-Stakeholder Design, Complex System Architecture.

PROFESSIONAL EXPERIENCE

Design Mentor

ADPList, Remote | Dec 2024 - Present

Mentor early to mid-career designers on career growth, portfolio development, and design skills through 1:1 sessions. Provide feedback on design work, help navigate career transitions, and share insights from 20+ years in product design.

Founder & AI Product Builder

Brunix Studio, Spain | Nov 2024 - Present

Building AI-powered products and solutions for EdTech, HealthTech, and early-stage startups—combining hands-on design, development, and strategic product thinking.

Key Projects:

- **Artori.app (Nov 2025 - Present):** Built full-stack AI Educational Platform (AI study companion helping students learn effectively through intelligent tutoring and personalized feedback) using Next.js, Python, and OpenAI APIs in 4-week sprint. Managed end-to-end product lifecycle from concept to deployment using AI-assisted development. Currently live at artori.app (Vercel + Render + Mongo).

- **Edco (Nov 2024 - Present, ongoing client):** Continue as Product Design Manager for Ireland's leading educational platform, managing 1,300+ interactive learning games and platform redesigns, leading remote team, building design systems, and optimizing workflows.

Product Design Manager

Edco (The Educational Company of Ireland), Ireland | May 2022 - Nov 2024

Ireland's leading educational platform

- Embedded with remote dev team as design-developer hybrid, managing developers, mentoring junior designers, and contributing to implementation, elevating team design quality and enabling seamless cross-functional collaboration.

- Designed multi-platform ecosystem for **50,000+ users**: learning games, suite interface, and CMS, ensuring consistent UX across students, teachers, and administrators.

- Led Flash-to-HTML5 migration for flagship product, **increasing monthly game delivery from 30 to 100** and reducing rework by 70%.

- Architected template-based game system to reduce variation and increase scalability: identified recurring patterns across game types, designed reusable templates enabling centralized updates across multiple games, reducing developer hours by 50% while maintaining quality.

- Implemented A/B testing framework for game mechanics and UI patterns, using data insights to optimize user engagement and learning outcomes across platform.

- Optimized processes for distributed team, **cutting developer hours from 100 to 50** weekly while maintaining productivity and delivering cost savings.

- Built scalable component-based design system in Figma serving **1,300+ games**, enabling team consistency and faster iteration. Rebranded platform from dated 'TV frame' UI to modern experience with **11% more screen space**.

- Implemented agile workflows and product roadmaps, translating stakeholder requirements into actionable tasks aligned with business goals.

- Utilized AI-assisted development for coding efficiency (SQL, PHP, JS, Python), debugging, and workflow automation. Participated in company AI discussions exploring emerging design and development tools.

Product Designer (Contract)

Imvizar, Ireland | Jan 2022 - Apr 2022

Augmented Reality Startup

- Led end-to-end mobile and web redesign plus complete visual identity overhaul (logo, website, app styling), contributing to company securing new partnerships and investments. Embedded with dev team throughout sprints from wireframes to QA.

- Created design system with UI components, style guide, and interaction patterns that continues scaling across the product today.

- Designed user-centric solutions translating stakeholder needs into wireframes and user flows, troubleshooting UX problems to improve experience and quality.

- Collaborated with developers, researchers, and stakeholders to pitch design ideas and secure buy-in for implementations.

Motion Designer

Thérapie Clinic, Ireland | Jan 2021 - Oct 2021

Europe's No.1 medical aesthetic clinic

- Served as primary Motion Designer for Marketing team, conceptualizing and executing creative content for online advertising, including filming, editing, and motion graphics.

- Delivered over **40 publicity videos, 100 images, and 10 3D animations**, efficiently producing high-impact content aligned with brand guidelines and business goals.

- Contributed innovative ideas to enhance creative production process and identified/selected new tools and technologies to improve content creation.

- Actively participated in creation of company podcast 'Fertility Talks,' which remains on air, demonstrating long-term impact.

Product Designer

McGowans Print, Ireland | Jul 2018 - Jan 2021

Ireland's leading business printing and large-format printing company

- Drove end-to-end 3D printing design solutions within high-volume production environment, including receiving project briefings, developing innovative design concepts, and preparing complex files for manufacturing.
- Initiated significant improvements in production and organization structures, identifying and implementing cutting-edge solutions to optimize content creation processes and streamline pipelines for efficiency and best practices.
- Collaborated extensively with technical and aesthetic experts to define clear goals for toolsets, pipelines, and construction processes, ensuring seamless cross-functional alignment and contributing to strategic content vision.
- Conducted research into cutting-edge content technologies (e.g., Smart Mirrors, Big Touch Screens, Augmented Reality), identifying and resolving technical and pipeline deficiencies to enhance future capabilities.

Founder & Product Leader

Wave VR Studio, Brazil | Jun 2014 - Aug 2017

Virtual reality and Architectural visualization startup

- Founded and led innovative virtual reality startup, overseeing end-to-end product lifecycle from concept through launch for multiple VR/AR solutions, aligning business goals with user-centric design.
- Developed and iterated on key products, including 'VR Showroom' (real estate visualization platform) and 'Go There' (VR tourism promotion app), managing development in Unity 3D and Unreal Engine.
- Managed cross-functional teams, conducted user research and market analysis (including pivot to B2B), and implemented agile development processes to drive data-informed product features and business growth.
- Secured initial incubation and mentorship (InovAtiva Brasil, Paraíba Technological Park) for MVP, and cultivated relationships with stakeholders and potential investors.

Motion Designer | WG Produções, Brazil | Jan 2017 - Jan 2018

3D Environmental Artist | Lumen Games, Brazil | Jun 2011 - Aug 2014

Frontend Web Developer | Faculdade Atlântico, Brazil | Mar 2011 - Mar 2012

Multimedia Designer for eLearning | UNIT, Brazil | Jun 2010 - Apr 2011

Project Manager & Lead 3D Artist | Medgrupo, Brazil | Oct 2007 - Jul 2009

EDUCATION

AI Product Management Bootcamp & Certification | 2025

Maven – Product Academy, Remote

UX Bootcamp | 2019 - 2020

Talent Garden Innovation School, Ireland

MBA - Entrepreneurial Management and Innovation | 2016 - 2017

Universidade Federal de Campina Grande, Brazil

Post-Graduation (PGD) in Animation and 3D Modelling | 2006 - 2008

Universidade Veiga de Almeida, Brazil

Bachelor of Science (BSc) in Graphic Design | 2002 - 2005

Universidade Tiradentes, Brazil

LANGUAGES

Native Portuguese | Fluent English (written & spoken) | Conversational Spanish (B1)

VOLUNTEER ACTIVITIES

You in Africa, Dublin | 2024 - 2025

Serve the City, Dublin | 2018 - 2019

Brazil Clowning Project, Dublin | 2018 - 2020

Abraçando Vidas, Brazil | 2017 - 2018