

Davi Cunha Farias Dupin

Senior Product Designer

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Senior Product Designer with 8 years of experience in digital products, with strong expertise in B2B SaaS.

Works across the full product lifecycle, focusing on Product Discovery, UX Research, Design Systems, and data-driven product evolution.

Experienced in structuring Design teams and product processes in high-complexity environments, collaborating closely with Product and Engineering to deliver scalable solutions.

Professional Experience

Senior UX Designer | Lacuna Software

11/2025 – Present | E-notariado platform (1M+ active users)

- Building and evolving a unified **Design System** across the product suite, improving consistency and scalability of design decisions.
- Driving UX decisions through **behavioral analytics** using Microsoft Clarity, combining qualitative and quantitative insights.
- Applying **AI tools** (Claude Design) to accelerate prototyping, exploration, and documentation workflows.

Product Designer | Ecosys AUTO

12/2024 – 11/2025 | B2B SaaS for automotive dealerships

- Built the company's first Design System and established Product Design processes, **improving sprint efficiency by ~25%**.
- Implemented OpenReplay to **analyze user behavior** and identify usability issues.
- Worked in **cross-functional agile squads** alongside Product, Engineering, and Customer Success.
- **Reduced churn by 24%** by improving critical user flows and end-to-end journeys.
- Led **Product Discovery** initiatives including user interviews, JTBD analysis, benchmarking, CSD, and impact vs. effort prioritization.

Head of Experience / Co-founder | Horu

03/2023 – 09/2024 | B2B Sales Intelligence SaaS

- **Co-founder** responsible for Product Design and end-to-end product experience from early-stage to scale.

- Defined **UX strategy** grounded in product analytics and customer feedback.
- Validated product-market fit with **30+ paying companies** through iterative research and prototyping cycles.
- **Increased LTV by ~40%** through product and UX improvements focused on retention and value delivery.

UX Lead Designer | Code2

01/2021 – 03/2023 | Software House

- **Led UX design** across multiple client projects in diverse industries.
 - **Defined and implemented** end-to-end design processes (Discovery → Research → UI → Handoff).
 - Established **UX quality standards** and improved consistency across deliverables.
 - **Mentored designers** and supported cross-functional teams in product decisions.
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Additional Experience

- **Art Director** | Mind (09/2024 – 11/2024)
 - **UX Design Speaker** | Campus Party Brasília (2023)
 - **UX/UI Designer** | PILab Project – University of Brasília (2021 – 2024)
 - **Educational Volunteer** | Junior Achievement (2018 – Present)
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Education

Bachelor's Degree in Computer Science | University of Brasília – UnB – Brazil (2017 – 2022)

Certifications and Courses

- **UX-PM 3: Leading UX** | UXalliance & Mercedes-Sanchez (2026)
 - **TriplôUX** | UX Unicórnio (2023)
 - **Foundations of UX Design** | Google – Coursera (2021)
 - **Global UX/UI Bootcamp** | Banco Inter & Digital Innovation One (2021)
 - **Advanced English** | Cultura Inglesa (2018)
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Skills

UX Research, Product Discovery, Design Systems, Data-informed Design, Agile Product Development, Workshop Facilitation, Figma, AI-assisted Design Tools.