



# Diogo Avilar

## Senior Product Designer

### Professional Summary

Senior Product Designer with over 5 years of experience creating scalable and user-centered digital products. Founder of Embarko, a travel planning platform, and creator of Listaki, an AI-powered app for inventory, shopping, and food waste management.

At Wanna, a mobile fantasy sports platform, I led UX/UI initiatives, high-fidelity prototyping, Design Systems, user journeys, and collaboration between design and engineering teams, always focused on usability, product growth, and user experience.

### Core Skills:

- High-Fidelity Prototyping
- Efficient Developer Handoff
- Agile Product Development
- Project Management
- UX Research & Discovery
- Design Systems
- Figma (Dev Mode, Auto Layout, Components, Variables, and Prototyping)
- AI-Powered Product Design
- Claude Code & OpenAI Codex
- Firebase (Firestore, Authentication, Cloud Functions, Storage)
- AI-Assisted Product Development and Automation

### Contact Information

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### Experience

Senior Product Designer

Jan 2024 – Present

Wanna Parlay

- Structured and scaled the app's Design System, improving visual consistency across the product
- Refined the developer handoff process using Figma Dev Mode
- Created and tested high-fidelity prototypes with real users
- Redesigned the onboarding experience and key app challenges
- Led initiatives such as Wanna Club and Entry Ticket packages

Junior Product Designer

Oct 2022 – Dec 2023

Wanna Parlay

- Evolved critical user flows and established interface design standards
- Promoted due to consistent delivery and process improvements

Junior Art Director

Feb 2020 – Oct 2022

Wanna Brasil

- Created visual content and videos for social media campaigns
- Monitored digital performance metrics and campaign results

### Education

Anhembi Morumbi University

Jan 2018 – Dec 2021

Digital Design

Anhanguera University

Jul 2022 – Jan 2023

Postgraduate Degree in Digital Product Design

Anhanguera University

Jan 2023 – Jul 2023

MBA in Interaction Design

### Courses

Mentorama

Feb 2022 – Jul 2022

UX Design

Escola Panamericana de Arte e Design

Oct 2022

UI & Design System