Yan Fontão

Design Engineer

Based in Brazil

yanfontao@gmail.com · linkedin.com/in/yanfontao · Portfolio

I connect product design, research and software implementation. My experience includes UX work for Motorola through Instituto de Pesquisas Eldorado, and product-design roles at Ambev Tech, Rei do Pitaco and OneTool. I also work on independent web, mobile and AI products.

Open to Design Engineer and Product Designer roles.

Core strengths

Product discovery, UX research and usability testing; Interaction design, information architecture and design systems; Responsive web interfaces and Flutter mobile implementation; AI product experiences: understandable states, review and user control; Collaboration with product, engineering, marketing and business teams.

Experience

Product design and development | Independent

Mar 2023 - now

Independent product work for international clients, alongside products I design and implement. Recent work includes BabyVerified, Financias and BetterTogether, with contributions to Qualifyer, Autimit and Haseyo.

Product Designer | Rei do Pitaco

Mar - Oct 2022

Fantasy game: UX and UI, interaction design, usability testing, UX research and product discovery.

Product Designer | Ambev Tech

Oct 2021 - Feb 2022

Product design, discovery and UX research for logistics and delivery products, including interface design and mentoring junior designers.

Product Designer | OneTool

Oct 2020 - Oct 2021

Design and research for a SaaS startup: UX and UI, mobile apps, design thinking and product discovery.

UX Designer | Instituto de Pesquisas Eldorado

Jun 2020 - Oct 2021

UX for Motorola products through Instituto de Pesquisas Eldorado: B2B and B2C research, interaction design, process mapping, usability testing and design-system work.

Selected recent work

BabyVerified

Design and implementation of a Flutter mobile experience for barcode scanning, ingredient explanations, search and saved products; supporting landing page and release preparation.

Financias and MeuCommerce

Product strategy, interface design and implementation: personal-finance workflows in Financias, and a storefront, cart and structured WhatsApp ordering flow in MeuCommerce.

Haseyo, Qualifyer and Autimit

Product strategy and design for AI-enabled products. Haseyo connects conversational commerce with store catalogs and carts; my work on Qualifyer includes UX, brand identity, motion and collaborative implementation. Autimit connects this work through company positioning and product direction.

Earlier experience

BugHackers Hackerspace · Visual Designer · Jan 2020 - Jan 2021

EasyApp · UX/UI Designer · Aug - Nov 2019

CNPq · Research Fellow · Aug 2018 - Sep 2019

CESAR · UX Designer · Jul - Aug 2019

TRT-11 · Full-stack Web Developer · Sep 2018 - Jun 2019

Education

Postgraduate, User Experience and Beyond · PUCRS · 2025 - 2027

MBA, Digital Strategic Marketing · Uniamérica · 2022 - 2023

Postgraduate, Growth and Marketing · Uniamérica · 2022 - 2023

Degree in Graphic Design · Wyden · 2020 - 2022

Computer Science, not completed · Universidade Federal do Amazonas · 2015 - 2019

Certificates

UI/UX Design Specialization, California Institute of the Arts

Conduct UX Research and Test Early Concepts, Google

Publication

Yan Fontão, Tayana Conte, Juliana Saraiva. Using playability evaluation techniques in first person shooter games for virtual reality. IHC 2019, ACM. DOI: 10.1145/3357155.3360481

Languages

Portuguese, native. English, advanced (C1). Spanish, elementary.

Professional recognition

Selected for Fiverr Pro, Fiverr's vetted professional program, for product and UX/UI design.