

Ayrton Bagni

Brazil | Italian / EU Citizen | Open to Remote / Relocation | ayrtonbagni@gmail.com | linkedin.com/in/bagniyayrton | bagnibox.live

SUMMARY

Senior Product Designer with 10+ years of experience designing complex digital products across AI, GovTech, RegTech, public health, data platforms, and digital government.

Experienced in end-to-end Product Design, from discovery and UX research through information architecture, interaction design, prototyping, usability validation, stakeholder alignment, and product delivery.

Specialized in AI Product Design, Human-AI Interaction, Enterprise UX, Design Systems, Data Visualization, Accessibility, Product Strategy, and Digital Transformation.

Combines human-centered design with systems thinking, business strategy, and AI-assisted workflows to transform complex technical, regulatory, operational, and institutional environments into clear and usable digital experiences.

EDUCATION

Gama Academy

Product Design Specialization, Winner of Final Challenge

EXPERIENCE

Lead / Senior Product Designer — AI & Public Policy

2022 – Present

CIAP / Universidade Federal de Goiás

Brazil / Remote

Lead Product Designer working on AI-powered digital products developed for public-sector institutions and complex policy environments.

- Lead Product Design for digital products spanning AI, GovTech, RegTech, public health, talent management, data intelligence, and digital government.
- Design products at the intersection of AI, regulation, public policy, data, and complex institutional workflows.
- Lead end-to-end Product Design across discovery, UX research, information architecture, interaction design, prototyping, usability validation, and delivery.
- Design AI-powered search, knowledge-management, and decision-support experiences for complex public-sector information environments.
- Develop scalable information architectures and reusable design patterns for data-intensive platforms.
- Collaborate with developers, researchers, policy specialists, and government stakeholders to translate complex requirements into usable digital products.
- Apply Human-AI Interaction principles and AI-assisted workflows to accelerate ideation, prototyping, and validation.
- Conduct UX audits, heuristic evaluations, usability assessments, and iterative improvements for public health, education, regulatory, and digital government platforms.
- Design accessible experiences aligned with modern accessibility principles and public-sector digital standards.

Product Designer & UX Researcher

2022 – 2024

Bagni Box

Remote

- Led end-to-end product discovery initiatives combining qualitative research, quantitative insights, rapid prototyping, and iterative validation.

- Designed web and mobile product experiences from user flows and information architecture through high-fidelity prototypes.
- Conducted user research and usability testing to identify behavioral patterns and inform product decisions.
- Partnered with product managers and engineering stakeholders to define features, interaction models, and technical feasibility.
- Applied AI-assisted design workflows to accelerate ideation, prototyping, and product iteration.

Product Researcher & Digital Transformation Specialist

2014 – 2021

Government of Brazil

Goiás, Brazil

- Led digital transformation initiatives involving public procurement, operational workflows, and government information systems.
- Modernized legacy processes through digital acquisition and workflow solutions.
- Worked across legal, regulatory, operational, and technology requirements in complex public-sector environments.
- Managed complex information structures and compliance requirements in large-scale government projects.
- Bridged business, legal, operational, and technology stakeholders to improve digital processes and institutional efficiency.
- Developed deep domain expertise in government operations, regulation, public services, and institutional decision-making.

PROJECTS

SCM.ai — AI Regulatory Analysis Platform | AI · RegTech · GovTech · Lead Product Designer

- Designed an AI-powered regulatory analysis experience supporting government analysts in identifying regulatory obligations and assessing administrative costs.

GECAP — AI-Powered Public Health Knowledge Platform | AI · Knowledge Management · Public Health · Data Visualization

- Designed a knowledge platform enabling public-sector professionals to explore thousands of projects from national public health programs.

UFG Talent Matching | AI · Talent Matching · Search

- Designed a talent discovery and matching ecosystem connecting university professionals, students, project teams, and organizational needs.

IQ — Public Policy Intelligence | Public Policy · Data · Intelligence · Decision Support

- Designed a public policy intelligence experience combining data, indicators, and evidence to support institutional decision-making.

TECHNICAL SKILLS

Product Design

UX Design

UX Research

Product Strategy

Product Discovery

Interaction Design

Information Architecture

Enterprise UX

User Flows

Wireframing

Prototyping

Usability Testing

Design Thinking

AI Product Design
Human-AI Interaction
AI-assisted Prototyping
AI-assisted Research
Prompt Engineering
AI-powered Search
Knowledge Management
Data Products
Data Visualization
Decision Support Systems
Design Systems
Design Tokens
Component Libraries
Accessibility
WCAG
Agile
Scrum
Cross-functional Collaboration
Stakeholder Management
Product / Engineering Collaboration
GovTech
RegTech
HealthTech
Digital Government
Public Policy
Digital Transformation
Enterprise Platforms
Figma
FigJam
Framer
Storybook
ChatGPT
Claude
Cursor
Lovable
v0.dev
Bolt.new
Maze
Hotjar
Mixpanel
Google Analytics / GA4
User Interviews
A/B Testing
React
Next.js
Node.js
HTML/CSS
Git/GitHub

API-driven Products

CERTIFICATIONS

Enterprise Design Thinking Practitioner

Storytelling & Influencing

EF SET English Certificate — C2 Proficient

ADDITIONAL PRODUCT EXPERIENCE

Viver Mais Goiás · CNS · SINAPIR

INTERNATIONAL PROFILE

Italian / European Union Citizen

Based in Brazil and open to international opportunities, remote work, and relocation.

Experience working across multidisciplinary environments involving technology, AI, government, public policy, health, data, regulation, and complex digital systems.

PORTFOLIO

bagnibox.live

Selected case studies covering AI Product Design, GovTech, RegTech, public health, data intelligence, talent matching, knowledge management, and digital government.

LinkedIn: [linkedin.com/in/bagniyarnton](https://www.linkedin.com/in/bagniyarnton)