Alan Turatti

Senior Product Designer

Manaus, Brazil (GMT-4)
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ABOUT

I'm a Product Designer with over 10 years of experience in UX, UX Research, and UI, designing products for web, mobile, XR, and smartglasses.

For the past five years, I've been working at Sidia, an R&D institute focused on innovation projects for Samsung.

EXPERIENCE

Sidia (Samsung R&D) — 5 years

Lead Product Designer
Sep 2023 – Present
Manaus, Amazonas, Brazil · On-site

Design lead for Samsung R&D projects, leading AI initiatives and XR projects.

Senior Product Designer
Sep 2021 – Aug 2023 · 2 yrs

I work with people in Brazil and abroad, exploring user needs and turning them into studies and XR applications, from discovery and research to UI, prototyping, and usability testing.

Solutis Tecnologias — 5 months

UI Designer
Apr 2021 – Aug 2021
Salvador, Bahia, Brazil · Remote

Collaborating in an agile team, I designed user flows, wireframes and medium to high-fidelity prototypes, improving usability and information architecture for interfaces on both mobile and desktop devices.

Startup — 8 months

Webflow Designer
Aug 2020 – Mar 2021
Florianópolis, Brazil · Hybrid

I built responsive websites in Webflow, focusing on landing pages, customizing functionality with HTML and CSS when needed, and implementing SEO optimizations.

Freelance — 8 years

Graphic Designer
2012 – Jul 2020
Florianópolis, Brazil · Remote

I created visual assets for different projects, including logos, marketing materials, and social media content.

EDUCATION

Specialized in User Experience Design — Completed
PUCRS · Pontifícia Universidade Católica do Rio Grande do Sul

Bachelor of Design — Completed
UNISUL · Universidade do Sul de Santa Catarina

CERTIFICATIONS (LATEST)

AI for Designers
Interaction Design Foundation
Issued Feb 2024

Design for the 21st Century with Don Norman
Interaction Design Foundation
Issued Nov 2023

UX Design for Augmented Reality
Interaction Design Foundation
Issued Nov 2023

Design Tradeoffs and UX Decision Frameworks
Nielsen Norman Group
Issued Sep 2022

PUBLICATIONS

A Heuristic-Guided Method Proposal for Early Ideation Phases: Designing for Extended Reality Experiences
Applied Human Factors and Ergonomics Conference (AHFE 2025)
November 21, 2025

Enhancing Productivity and Well-Being: Opportunities with Artificial Intelligence
International Conference on Human Systems Engineering and Design (IHSED 2025)
September 25, 2025

LANGUAGE SKILLS

Portuguese Native speaker
English Upper Intermediate: CEFR B2