

Yuri Saback

Senior Product Designer & AI-Driven Design Engineer

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WORK EXPERIENCE

Senior Product Designer. [Brasilprev](#) - 2021 - 2025 - São Paulo, Brazil

Brasilprev is one of the largest private pension companies in Brazil, offering long-term financial planning solutions. It is a joint venture between Banco do Brasil and Principal, with a strong focus on security, profitability, and customer guidance.

- Retirement Check-up: redesigned the plan follow-up journey, reducing abandonment by 40% and increasing the number of users who took action on their plans (such as adjusting their monthly contributions).
- Define My Income: created from scratch a first-of-its-kind journey in Brazil to help customers decide what to do with their accumulated retirement balance, achieving a 35% conversion rate in the first three months.
- Portal/App Brasilprev: redesigned the new portal home, prioritizing essential services and self-service, resulting in: +66% in accesses, +44% in extra contributions (with +56% in total amount contributed and +8% in average ticket), growth in digital service channels from 20% to 82%, and an improvement in app ratings on the Play Store (Android) and App Store (Apple) from 1.9/2.0 to 3.6/4.9, respectively, in 7 months.
- Design System: I was one of the people responsible for creating Brasilprev's design system from scratch, structured using Atomic Design, ensuring scalable, well-documented, and easy-to-adopt components, aligning designers and developers on the same foundation and making workflows faster, more consistent, and more efficient.

Mid-level Product Designer. [Zello Tecnologia](#) - 2021 - Brasília, Brazil

A technology solutions company that managed the Brazilian public health system app (SUS) during the pandemic period.

- We conducted discovery sessions with Ministry of Health staff to redesign the Conecte SUS app experience, improving interaction efficiency and overall usability through more intuitive flows, high-fidelity prototypes, and a strong focus on clarity and visual consistency.

Junior UX Designer. [Capgemini](#) - 2020 - 2021 - Brasília, Brazil

Capgemini is a global technology and consulting company that supports organizations in their digital transformation. It works across strategy, design, data, cloud, and software engineering, partnering on projects for major companies around the world.

- I worked as a UX Designer on confidential projects for Banco do Brasil, co-creating user journeys, including investment diversification, across multiple channels (app, internet banking, and internal platforms), collaborating with technology and design system teams. This experience accelerated my growth and led to an invitation to join Brasilprev as a Senior Product Designer.

SELECTED AI-DRIVEN PROJECTS

- Personal portfolio: designed and coded from scratch with Claude Code, versioned on GitHub and deployed on Vercel with a custom domain. Live at yurisaback.com.
- Onboarding for a Waste Hauling Company: designed and built end-to-end using an AI pipeline, from brief to a deployed prototype.

PREVIOUS EXPERIENCES

- **UX Designer at Senno** - 2020 - São Paulo, Brazil
- **Marketing Analyst / UX Designer at BRBCARD** - 2016 - 2020 - Brasília, Brazil
- **Marketing Analyst at Iguatemi Brasília** - 2014 - 2016 - Brasília, Brazil

EDUCATION

2020 **UX, UI and Product Design** | UX Research, UI, Design Systems at UX Unicórnio

2019 **Bachelor's Degree in Marketing**, IESB

2014 **Minor in Business Management**, Tyler Junior College, TX - USA

COURSES AND WORKSHOPS

2026 **AI Portfolio and UX in Practice Workshop** | UX Unicórnio / Design Boost

2026 **From Figma MCP to Code with Cursor AI** | AI Creative Builders

2026 **AI/UX Designer Certification Program** | UX Unicórnio / Design Boost

TOOLS AND SKILLS

DESIGN TOOLS

Figma (6+ years), Figma MCP, Figma Make and Google Workspace.

AI TOOLS AND DESIGN ENGINEERING

Claude Code, Cursor, Claude, ChatGPT, Antigravity, Lovable. Code prototyping, AI-assisted research synthesis and design-to-code handoff.

CODE, VERSIONING AND DEPLOY

GitHub, Vercel and Supabase.

DATA AND ANALYTICS

Google Analytics, Hotjar and Microsoft Clarity.

UX RESEARCH

(6+ years) Benchmark, Discovery, In-depth Interviews, Contextual Interviews, Surveys, and Usability Tests.

GENERAL UX DESIGN

(6+ years) Personas, Journey Maps, Service Blueprints, User Flows, Prototypes, and Design Systems.

SOFT SKILLS AND COLLABORATION

Knowledge Sharing, Critical Thinking, Effective Communication, Self-starter, Empowerment.

ENTREPRENEURSHIP AND TEAMWORK PROCESS

(10+ years) Lean Startup, Agile/Scrum, Lean UX, Digital Marketing.

LANGUAGES

English - Fluent; **Portuguese** - Native; **Spanish** - Elementary