

Arthur Sosa Biscardi

Systems, Accessibility, Trust, AI

Senior Product Designer specializing in scalable systems, accessibility, and trust-critical experiences across global markets

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SUMMARY

Senior Product Designer with 8+ years of experience designing scalable systems in complex, real-world environments.

Specialized in accessibility, trust-critical experiences, and cross-market products. Currently leading design at Uber, translating rider, driver, and courier needs into structured system behaviors that improve reliability, reduce friction, and scale across global markets.

Strong track record of influencing product direction, aligning cross-functional teams, and driving decision-making in high-ambiguity environments.

WORK EXPERIENCE

Product equity designer (Design Lead)

Uber Technology | September 2022 - Present

- Led the design of scalable accessibility systems across +80 global markets, improving reliability in critical moments of the ride experience
- Defined system patterns that translate rider needs into actionable driver context, reducing coordination friction during pickup
- Balanced user needs, marketplace dynamics, and regulatory constraints across multi-market product initiatives
- Partnered with engineering, policy, and operations to integrate accessibility into core product flows
- Established feedback loops to identify and reduce experience failures, improving system reliability at scale
- Known for bringing clarity to ambiguity, aligning cross-functional teams, and turning complex constraints into scalable product decisions.
- Won an internal Uber AI hackathon by designing an AI-powered system that transforms fragmented operational data into executive-ready insights, reducing reporting time from days to near-zero and improving leadership decision speed

Lead product designer

NTT Data Europe & LATAM - Unilever | January 2022 - September 2022

- Led cross-functional design initiatives for Unilever, aligning business strategy with product experience
- Translated ambiguous stakeholder needs into clear product directions across global teams
- Facilitated decision-making through workshops and structured problem framing
- Delivered solutions in complex enterprise environments, balancing constraints, scalability, and usability

Senior product designer

Financial & Insurance Products (Porto, Sicredi) | 2019 - 2022

- Designed end-to-end digital experiences in highly regulated environments, balancing business constraints and user needs
- Improved clarity and usability in complex service flows, reducing friction in critical user journeys
- Collaborated with product, engineering, and operations to deliver scalable and maintainable solutions
- Contributed to the evolution of product experiences across web and mobile platforms

Product designer

Early career | 2017 - 2019

- Delivered user-centered design solutions across multiple industries including education, finance, and insurance
- Supported end-to-end design processes from research to implementation
- Built strong foundations in interaction design, usability, and product thinking

SKILLS

Product & Strategy

- Systems design and product thinking
- Problem framing
- Product discovery
- Decision-making, decision frameworks, and trade-offs

Design & Execution

- Artificial intelligence applied to the design process
- Interaction design
- Design systems
- Accessibility and inclusive design at scale
- Prototyping and validation
- Information architecture

Collaboration & Leadership

- Stakeholder alignment
- Cross-functional leadership
- Workshop facilitation
- Design critiques and mentoring

Languages

- Portuguese (native)
- English (C1)
- Italian (A1)
- Spanish (A1)
- Brazilian Sign Language (fluent)

EDUCATION

PUCRS - Postgraduate in Education

UFRGS - Bachelor in Visual Design

