

Arthur Sosa Biscardi

Senior Product Designer

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Porto Alegre, Brazil · Open to relocation

PROFILE

Senior product designer with nine years of experience across mobility, delivery, banking and insurance, in consumer apps (iOS, Android, web) and in the internal tools teams use to serve customers. Takes products from discovery to launch where the rules change from country to country: four years at Uber shipping features in 80+ markets with product, engineering, research, legal and privacy. Much of that work was for the people products tend to leave out, such as seniors and people with disabilities. Has led a team of six designers, and builds prototypes and AI agents in code (React, TypeScript).

EXPERIENCE

Uber

2022 – 2026

Senior Product Designer, Product Inclusion · Remote, global team

The team's main designer from 2023 and its only product designer from 2024 to 2026, covering the rider, driver and courier apps in 80+ markets.

- **Opened Uber to seniors.** Uber had nothing built for riders over 65. Led design of Senior Accounts, a hub of seven features on the rider and the driver side, co-designing Simple Mode with another product designer, and presented it to executive product leadership. Launched across the US and in cities in nine other markets. After launch, more riders aged 65+ completed sign-up and took a first trip, and pickup cancellations and support contacts from this group fell.
- **Brought families into seniors' rides.** Extended Uber's Family profile so that a relative can book, pay for and follow a senior's trips. A large share of seniors' rides were booked by family, and families who used the profile for teens added parents and grandparents. The Family team reused the approach for payment delegation and saved places.
- **Cut cancellations for riders with service animals, in eight countries.** Created the feature and led its design for 12 months, from discovery to pilot, with one version per market: rules and copy adapted to local law with legal teams and disability organizations. Cancellations for these riders fell sharply, and driver deactivations for service denials went down. Other inclusion features later reused the same framework.
- **Reduced refused trips for riders with disabilities.** Designed how riders and drivers with visual and hearing disabilities identify themselves in the app; live globally, in every language, after privacy review under GDPR. Refused trips and driver deactivations for discrimination fell sharply, as did the wait for a driver who completes the pickup.
- **Changed how design work is presented and tested, using AI.** Started presenting projects as navigable prototypes built in code (Cursor, Claude), with linked rider and driver views; at least five other teams adopted the method. Designed and coded an agent (React, TypeScript) that cut leadership reporting from two to three weeks to about 30 minutes; it won the process innovation category of an internal hackathon, among 73 teams, and went into production. Conceived a second agent that reads a Figma design and writes screen reader specs for engineering; in its pilot teams, accessibility testing moved ahead of the engineering build.
- **Also:** shipped a New York City health grades requirement on Uber Eats within its one-week deadline, as sole designer; designed both sides of Alcohol Content Opt-Out (consumers hide alcohol content, couriers decline those deliveries), after which consumer ratings on these orders stopped falling as much; expanded Pronouns globally in four languages.

NTT DATA

2022

Lead Product Designer (client: Unilever) · IT consulting

- **Delivered a global process transformation in two-month waves.** Led six product designers on the digital transformation of Unilever's industrial supply-chain process, on Salesforce, across four regions (Europe, the US and Canada, Australia and New Zealand, Brazil). Accountable for the team's delivery and reported progress directly to the client.
- **Left a design foundation that other teams adopted.** Taught the designers while building the basis of a design system with them (principles, tokens, a method for creating components, color and type that meet WCAG criteria). Designers on other NTT DATA teams serving Unilever started using it.

Gank

2021

Senior Product Designer · Fintech

- Led the redesign of an investment community app for Android and iOS: research, information architecture and navigation, a design system and usability testing. The startup closed before the app launched.

Porto Seguro

2021

Senior Product Designer · Insurance

- **Moved emergency support from the phone into the app.** Designed the first in-app emergency support and triage flow, across six assistance services; until then, emergencies were handled by phone and WhatsApp. In testing with 10 customers, all completed every task unaided (usability score, SUS: 78). It launched for all customers nationwide, on the app's home screen. After launch, waiting times fell, customers resolved issues on their own in the app, and the cost of calls and human support went down.

Sicredi

2020 – 2021

Product Designer · Banking

- **Shifted fixed-income investing from branch managers to self-service.** Led the fixed-income investment experience in the member app and website and in the Salesforce CRM that branch managers use, during a platform migration across 112 cooperatives and 3M members. After the migration, members made 40% more investments in the app than through their branch manager. Managers moved from keying in transactions to advising members, support tickets fell and the volume invested grew.

4all

2019 – 2020

Product Designer · Technology

- Sole designer of Share Eat, an app for choosing where to eat and drink in Porto Alegre, and of the white-label platform that offered it to other businesses.

Autoridade Fitness

2017 – 2019

Product Designer · Fitness

- Designed the company's app and the sales pages for its products.

SKILLS

Product design: end-to-end flows for iOS, Android and web; interaction and visual design; prototyping in Figma and in code; usability testing; working within design systems; design critique and workshop facilitation

Working across functions: product, engineering, research, data, legal, privacy and marketing; regulated and multi-market launches; presenting to executive leadership; leading and teaching designers

Accessibility: WCAG applied in design; testing with VoiceOver, TalkBack and keyboard; accessibility testing with users; inclusive language

AI and code: React, TypeScript, Tailwind, Next.js; Cursor and Claude as coding agents; building AI agents for design workflows

EDUCATION

BA in Visual Design, UFRGS, 2014 – 2019. Thesis: an accessible web platform for cultural events, checked against WCAG 2.1 (60 of 62 applicable criteria met).

Postgraduate specialization, Modern Education: Methodologies, Trends and Student Focus, PUCRS, 2022

Certificate in Neuroscience, PUCRS, 2022

LANGUAGES

Portuguese (native) · English (C1, daily working language for four years) · Italian (B1) · Spanish (A2) · Brazilian Sign Language, Libras (advanced)