

# Tales Ebner

Product Designer, based in São Paulo, Brazil

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I became a product designer because I always wanted to do good things to help make people's lives better (one can only hope) using simple, practical solutions, considering the information architecture and usability. I am also mentoring as a way to help the UX community worldwide.

We can have a chat about the most diverse subjects as I like to talk about almost anything. Oh, I also love drawing and lettering!

## Skills & expertise

Figma, Sketch, Adobe CC, Zeplin, Invision, Abstract.

iOS & Android guidelines, Responsive web, Front-end.

Design thinking, Information architecture, Universal design.

Fluent English, Intermediate Spanish, Native Portuguese.

## Education

 **Bachelor's degree**

2002 – 2005

**Design** at Anhembi Morumbi University

 **Associate degree**

2002 – 2003

**Project and Development in Web**

**Design** at Anhembi Morumbi University

## Last experiences

 **Bloomreach, Product Designer**

Remote, September 2021 – present

Responsible for creating the project's strategy and vision, create and maintain wireframes, prototypes and visual framework, and validate the ideas and prototypes with the clients for the Bloomreach Engagement product.

 **Kiwi.com, Product Designer**

Prague – Czech Republic, January 2018 – June 2021

Defined valuable, friendly, intuitive and frustration-free solutions for B2C products for one of the fastest-growing companies in Europe.

Worked with the definition, ideation, flows, prototyping, and validation for every touchpoint for the company's most different products, but focused on Account, one of our core projects. I was also responsible for Tequila, a B2B affiliate program, and for all transactional messages.

## Featured projects

 **GDPR as a feature**

January 2021 – May 2021

We delivered a flow to comply with the mandatory European data protection and privacy rules (GDPR). For that, we remodelled a legal issue into an opportunity for our customers, making the GDPR flow transparent, and aiming to increase the number of registered users.

 **Redesigning the bank experience**

September 2016 – June 2017

We redesigned Itaú's application core with the product strategy team, creating low and high-fidelity prototypes, interactions and accessibility for iOS and Android. As a result, the number of users rose from 3.7 million in 2014 to 6.8 million in 2017, and they've made 1.2 billion transactions just in the first quarter after launch. The app won the iF Design Award 2018 and best bank app by its customers.

## Public speaking events

 **Presentation and mediation: IxDD Brno 2020**, Asociace UX (2020).

 **Lecture: Design Thinking for you**, TechMeetup Ostrava (2019).

 **Workshop: Start your project with Design Thinking**, Masaryk University (2019).

 **Workshop: Task management & prioritisation**, Kiwi.com (2018).

 **Course: Creating a UX strategy that works**, Mastertech São Paulo (2017).