

Daniel Queirolo

Product Designer | Gamification & Learning Experiences

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SUMMARY

Product Designer with 10+ years across product design, UX/UI design, design leadership and startups, specializing in gamification, user engagement and learning experiences for edtech and B2B SaaS. Former Design Lead at Ambev Tech, leading 12 product designers across 25 digital products. Designs end to end, from user research and discovery to prototyping, design systems and shipped products, and uses AI tools (Claude, no-code/low-code) to prototype and build working software. Founder of Embarkei, an employee onboarding SaaS. Fluent in English, Spanish and Portuguese.

SKILLS

Product Design: End-to-end product design, UX/UI design, interaction design, information architecture, user flows, wireframing, prototyping, design systems, web and mobile apps, B2B SaaS, visual design

Research & Strategy: User research, product discovery, usability testing, user interviews, data-informed design, product metrics, product strategy, design thinking, service design, process design

Gamification & Learning: Gamification, engagement and motivation design, behavioral design, game design, learning experience design (LXD), instructional design, adult learning, employee onboarding, corporate training (L&D)

AI & Tools: Figma, AI-assisted prototyping and development (Claude), no-code/low-code, Supabase, Adobe Creative Suite, illustration, animation

Leadership: Design leadership, mentoring and coaching, cross-functional collaboration, stakeholder management, customer success, remote collaboration

EXPERIENCE

Founder & Product Designer | Embarkei

Remote | 2026 – Present

- Designed and built Embarkei, a B2B SaaS for employee onboarding, end to end with AI-assisted development (Claude) and Supabase, from discovery and UX design to a working multi-company product (embarkei.com.br).
- Designed reusable 30/60/90-day onboarding journey templates, per-hire journeys, a Buddy role, a manager dashboard and a reflective learning logbook to drive new-hire engagement and ramp-up.
- Made privacy and trust core design decisions: role-based access, per-company data isolation, and private logbooks that buddies cannot read.
- Instrumented product metrics (on-time task completion, journal ratings, activity logs) for data-informed iteration; preparing pilots with early-adopter companies.

Project Manager | Editora Palavra Viva

Curitiba, Brazil | Sep 2025 – Jan 2026

- Mapped, analyzed and redesigned the publisher's editorial and operational processes, making operations faster, more predictable and less costly.

Career Break | Health and well-being

Apr 2023 – Aug 2025

- Took time off to recover from burnout. Studied AI-assisted product development and learning design, and wrote.

Product & Marketing Manager | Inca Tecnologia

Curitiba, Brazil | Jul 2022 – Mar 2023

- Led three departments (product, marketing and market intelligence), building two of them from scratch.
- Set up product and marketing processes that helped every team ship better solutions.

- Created the market intelligence function to guide product roadmap and positioning decisions.

Design Lead | Ambev Tech

Remote | Jun 2021 – Mar 2022

- Led and mentored a team of 12 product designers delivering 25 digital products in the Sales vertical of Ambev, one of the world's largest beverage companies.
- Coached designers on UX craft, design quality and career growth.
- Noticed new designers were onboarding on their own and designed an onboarding app for new hires, the concept that later became Embarkei.

Head of Customer Success & Investor Partner | Gamefic

Brazil | Sep 2020 – May 2021

- Led customer success at a gamification platform for corporate engagement and training, focusing on client retention, account expansion and problem solving.

Startup Community Manager, Speaker & Mentor | 9weeklabs

Curitiba, Brazil | Apr 2019 – Dec 2019

- Mentored early-stage founders on customer validation, rapid experimentation and MVPs, and ran the startup community.

Founder, CEO & Product Designer | SouArtista.Pro

Curitiba, Brazil | Feb 2013 – Feb 2016

- Founded and led a platform that helped artists turn their art into a business; owned product design, product strategy and fundraising.

Co-founder & Head of Design | Inovatório

Curitiba, Brazil | Mar 2012 – Jun 2015

- Co-founded a design and innovation studio; led the design team, sold projects to clients and created the work. Earlier experience: graphic, editorial and UX/UI designer at several companies; founder of a board game company that created games and an educational methodology for teams to practice collaboration, leadership and risk management.

SELECTED PROJECTS

From Ambev Tech to Embarkei: onboarding product case, from internal prototype to multi-company SaaS built with AI.

Baldio: two-sided marketplace connecting people who want to grow food with unused land nearby; product design built with AI.

AI Career Navigator (in progress): gamified skill tree that maps career growth and career change paths; gamification and behavioral design.

EDUCATION

UNINTER: Postgraduate Specialization, Games and Gamification in Education (expected Dec 2026)

UNINTER: Postgraduate Specialization, Corporate Pedagogy (expected Dec 2026)

UNINTER: Associate Degree (Tecnólogo), Startup Management and Digital Entrepreneurship (2021)

CERTIFICATIONS & AWARDS

Design Thinking | Scenario Planning & Foresight | App Monetization | 1st Place, "Minha Ideia Muda o Mundo" (My Idea Changes the World) contest

LANGUAGES

English (full professional) | Spanish (professional working) | Portuguese (native)