

# Gabriel Albo

## Lead Product Designer

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### ABOUT

Lead Product Designer with 19+ years of experience designing across industries, organisational scales and countries — from early discovery to shipping AI-driven features at scale. Most recently at Zalando, leading design for an LLM-powered conversational assistant that exceeded its annual MAU target by 135%. At Thoughtworks, grew the Latin America UX practice from under 10 to over 80 designers while leading strategic engagements across four countries. Deep expertise in conversational AI design, interaction design, service design and workshop facilitation — with a consistent track record of shaping both the product and the team around it. EU permanent residence — unrestricted right to work and travel.

### SKILLS

**Product & AI Design:** Product Design, Conversational AI Design, Human-AI Interaction, AI Feature Design (search, recommendations, streaming, generative), Interaction Design, Information Architecture, UX Writing, Accessibility (WCAG, EAA), Design Systems, Rapid Prototyping (paper to code).

**Research & Validation:** User Interviews, Usability Testing, A/B Testing, Ethnographic & Field Research, Guerrilla Research, Surveys, Heuristic Evaluation, Analytics, Personas, User Journey Mapping.

**Facilitation & Strategy:** Workshop Facilitation, Inception Workshops, Design Sprints, Service Design, Stakeholder Management, Storytelling & Storyboarding, Business Analysis.

**Tools:** Figma, Sketch, InVision, HTML5, CSS3/Sass, AI-assisted prototyping (Claude Code, Copilot).

**Ways of Working:** Agile / Lean UX, Continuous Design, Cross-functional collaboration (Engineering, Product, Applied Science), Mentoring & Coaching, Design Practice Leadership.

### DOMAIN KNOWLEDGE

Conversational AI, airlines, automotive, fashion retail, health, car rental, geomarketing, education, loyalty programs and rewards.

### EXPERIENCE

#### Senior Product Designer

Zalando

May 2025 – March 2026 • Berlin (Germany)

Lead designer for three key workstreams within the Zalando Assistant (ZA), an AI-powered conversational shopping experience built on LLMs. Collaborated with Product Management, Applied Science, and Engineering to ship features that drove measurable growth.

- **Designed Search Results Integration:** a context-aware bottom-sheet UI that surfaces AI guidance when traditional search falls short, adapting dynamically to query success. Launched as an A/B experiment ahead of Cyber Week; contributed to exceeding annual MAU targets by 135%.
- **Led the Streaming Experience design:** researched LLM response latency patterns, benchmarked competitors, and designed progressive text and image rendering that reduced abandonment and increased high-value actions (add-to-cart, wishlist).
- **Designed Desktop Outfit Building,** translating mobile-first AI styling flows to desktop.

- **Delivered full accessibility compliance** ahead of the European Accessibility Act 2025 deadline, including screen reader annotations, dark mode, dynamic text sizes, and landscape layouts, in close collaboration with Zalando's a11y core team.
- **Paired** directly with engineers (Berlin/Shenzhen) to prototype and refine interaction details in code, significantly compressing the feedback loop.

## Lead Experience Design Consultant

### Thoughtworks Deutschland

May 2018 – Dec 2024 • Berlin (Germany)

Lead designer across multiple client engagements spanning automotive, health, car rental, retail and financial services — typically embedded within client leadership teams from discovery through delivery.

- **Mercedes-Benz Go 4.0 Discovery (2019):** Led workshops and stakeholder interviews across a 10-week discovery engagement at Daimler HQ, covering 80+ stakeholders. Produced storytelling narratives and service maps that aligned senior decision-makers and defined five separate long-term product workstreams, each with dedicated delivery teams of 5–12 people.
- **Mercedes-Benz MIC Portal (2020–21):** Led UX for a developer portal integrating multiple engineering teams and delivery pipelines within the MB.OS ecosystem. Defined taxonomy and information architecture across all workstreams; paired with developers on implementation.
- **Mercedes-Benz Fleet Management (2019):** Led inception workshops and prototyped a new R&D fleet management system from paper to code, enabling a longer-term in-house delivery programme.
- **Sixt Fleet Management (2018–19):** Led UX on a full replacement of Sixt's legacy fleet management system across multiple countries. Conducted SME interviews, iterated prototypes, and launched the new system progressively across regions, validating adoption through post-launch user interviews.
- **PAYBACK Challenges & Campaigns (2021–22):** Led a 20+ person inception workshop to frame product scope. Designed both the admin system for marketing managers and the customer-facing feature in the PAYBACK app, from research through to front-end implementation pairing.
- **Spire Healthcare Data Strategy (2023–24):** Qualitative research and ethnographic hospital visits. Facilitated Business Model Canvas, Stakeholder Mapping and Journey Mapping workshops. Delivered a Data Strategy that scoped multiple subsequent delivery teams.

## Lead Design & Business Analysis Trainer for Thoughtworks University (TWU)

### Thoughtworks Deutschland/Europe

Mar 2022 – Mar 2023 • Berlin (Germany) • Concurrent with Lead Experience Designer role

- Delivered eight terms across Europe, training approximately 140 new hires in UX design, business analysis, interaction design, accessibility and agile methodologies.
- Co-authored and led a dedicated full-day session on Accessibility, Diversity and Inclusion — later adopted as a standing module in the programme.
- Provided one-to-one mentorship to 15 trainees throughout their first year at Thoughtworks.

## Senior Experience Design Consultant

### Thoughtworks Brasil

Dec 2009 – Apr 2018 • Porto Alegre (Brazil), Santiago (Chile), San Francisco and Dallas (USA)

UX designer and consultant across a wide range of client projects in retail, airlines, health, car rental, geomarketing and hospitality, working for clients based in the USA, Brazil, Chile and Germany.

- **LATAM Airlines (2017–18):** Embedded within LATAM's design team, designing shopping and booking flows during a platform migration from Amadeus to SabreSonic. Contributed to a robust design system, ran usability testing in research labs and guerrilla interviews at airports in Santiago and São Paulo, and used A/B testing to validate post-launch improvements.

- **Yara (2016):** Led design sprints for a warehouse measurement innovation project. The resulting Kinect-based prototype achieved 98% accuracy at under \$500 — compared to existing solutions exceeding \$25,000.
- **Pixelated (2014–16):** Led UX, branding and community development for an open-source encrypted email client. Built a live style guide to support open-source contributors, conducted guerrilla usability research, and designed and developed the project website. Promoted project via public speaking.
- **GAP e-commerce (2011–13):** Worked across five projects on GAP's e-commerce platform. Used A/B testing at scale — guest checkout results confirmed in under 30 minutes on live traffic, exceeding initial conversion predictions.
- **Geomarketing (2014):** Led a 2-day discovery workshop with C-level through operational stakeholders, followed by 4 weeks of iterative paper prototyping and usability testing with real users to redesign a geographic business intelligence reports module.
- **Mirebalais Hospital EMR (2013–14):** Designed and developed front-end for an open-source Electronic Medical Records system for a hospital in Haiti. Built a live style guide for future contributors. Praised by Bill Gates during a visit to the facility.
- **Southwest Airlines (2009–11):** Interaction design and front-end development for hotel booking and car rental modules on one of the USA's top-5 airline e-commerce platforms.

## UX Design Practice Lead for Thoughtworks Latin America

### Thoughtworks Brasil

Jul 2014 – May 2018 · Porto Alegre (Brazil) · Concurrent with Senior Experience Designer role

- Grew the Thoughtworks Latin America UX practice from under 10 to over 80 designers, coordinating across North America, Europe, Africa, Asia and Australia.
- Led recruitment strategy, sales pitches for design work, skill development programmes and cross-regional design leadership alignment — including in-person meetings across Europe, Asia and North America.

## UI Designer and Front-end Developer

### Quantiza Systems

Aug 2007 – Dec 2009 · Porto Alegre (Brazil)

Front-end development (HTML, CSS, JavaScript), UI design, visual design for print, style guide creation, content strategy and technical writing for internal manufacturing industry clients.

## EDUCATION

### Bachelor in Information Systems

#### Pontifícia Universidade Católica – RS

2005 – 2010 · Porto Alegre (Brazil)

Bachelor degree in Information Systems covering computer science, software development, human-computer interaction, visual design and business.

## LANGUAGES

Portuguese (native) · English (fluent) · Spanish (professional) · German (basic, A2 — in progress)

## HOBBIES & INTERESTS

Arts and design, technology, generative AI, music (bass and guitar), philosophy, psychology, video gaming, dogs and football.