

Filipe de Abreu Ligabue

Product & Service Designer | Brasília, Brazil

Portfolio

filipeligabue.com/2026

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Summary

Senior Product Designer with 8 years of experience designing complex internal tools, dashboards, and workflow-heavy digital products. I specialize in simplifying complexity through research, systems thinking, and close collaboration with stakeholders. I am especially motivated by designing for clarity and impact in SaaS, B2B, and healthcare environments.

Experience

Product Designer | MindSea

Halifax, NS – Mar 2022 – Present

Lead end-to-end design for mobile and web applications, collaborating with engineering and client stakeholders to deliver complex software solutions.

- Architected an intuitive admin panel and mobile app for a holistic patient management platform by translating a clinician's complex research protocol into clear workflows. Conducted deep-dive sessions to uncover operational constraints, then partnered with developers to support a flexible database structure with versioning control for tailored patient programs.
- Simplified a clinically-validated COPD research tool for patient use by partnering with researchers from University Health Network and University of Toronto. Balanced strict research requirements with patient usability, designing a friendly mobile interface and a complementary clinician dashboard that visualizes symptom trends to enable early interventions.
- Led a high-pressure, 2-month redesign of a legacy CRM for a heavy vehicle driving school (TTCC). Rapidly synthesized requirements and user context to spin up a comprehensive design system and wireframes, enabling developers to build and deploy a new client management platform on an aggressive deadline.

Product and Service Designer | Davis Pier

Halifax, NS – Jan 2019 – Feb 2022

Partnered with provincial government bodies to redesign critical social services through human-centered design research and policy consultation.

- Redesigned the Nova Scotia student loans portal to reduce financial anxiety and prevent student dropouts. Synthesized findings from user interviews to understand the fear of accumulating debt. Created a mobile-first experience that clarifies loan repayment and prominently features post-graduation grants, directly addressing user context to encourage program completion.
 - Designed an interactive case management dashboard for the Maintenance Enforcement Program (MEP). Interviewed caseworkers to understand their workflow for tracking child support payments. The new interface visualizes case status and flags missed payments, enabling early interventions—a critical tool for enforcing compliance and protecting children's welfare.
 - Overhauled the intake and assessment forms for Nova Scotia's Self-Employment Services. Conducted user interviews with citizens and program administrators to identify friction points in the old process. Simplified complex forms and workflows, improving the user experience for citizens seeking to start their own businesses.
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Industrial Designer | Healthcare Human Factors

Toronto, ON – Jan 2018 – Jun 2018

- Addressed high-risk drug administration errors in anesthesiology by conducting Cognitive Task Analysis with clinicians to map failure points in their real-world workflow. Redesigned the physical interface of drug vials to streamline the preparation process and eliminate steps prone to human error, demonstrating a systems-level approach to safety.

Industrial Designer and Researcher | OCAD University

Toronto, ON – Dec 2016 – Dec 2017

- Designed a first-aid kit and training materials for opioid overdose intervention by shadowing healthcare providers in Emergency Centres and Addiction Clinics. Balanced manufacturing cost with critical usability in high-stress scenarios to create a non-stigmatizing, accessible antidote kit, directly informed by the user's emergency context.

<https://www.soonerproject.ca/>

<https://www.healthdesignstudio.ca/sooner-project.html>

Education

OCAD University | Master of Design (MDes), Design for Health

Toronto, Canada – 2016 – 2018

Universidade de Brasília | Bachelor's Degree, Industrial Design

Brasília, Brazil – 2010 – 2015

Umeå Institute of Design | Certificate, Industrial Design Intensive

Umeå, Sweden – 2013 – 2014

Skills & Tools

Design: UX Strategy, Interaction Design, User Interface (UI) Design, Design Systems, User Flows, Wireframing, Prototyping

Research: User Research, Contextual Inquiry, Usability Testing, Co-creation Workshops, Journey Mapping, Cognitive Task Analysis

Tools: Figma, Figma Make, FigJam, Adobe Creative Suite, Rive, Pencil.dev, Cursor, Antigravity, PenPot

Awards

OCAD University | Thesis Project Medal of Honour