



Pedro de Albuquerque

Product design leader — interaction & service design for complex systems

BASED

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PORTFOLIO

quotidiano.me

PROFILE

I design how people decide inside complex systems — energy, finance and geospatial data. Over 16 years I have led product design at Moeve, CARTO, BBVA and Telefónica: growing teams, rebuilding design systems, and staying hands-on in interaction and service design. Technically fluent (SQL, AWS Data Engineer, API-driven products), I work close to engineering and design AI experiences that act on real data.

SELECTED WORK

MOEVE VIA GARAJE DE IDEAS · 2025 · DESIGN LEAD

Smart Twin — a digital twin with an AI agent built in

Led design from definition to production of a decarbonisation platform for industrial plants. Designed an AI agent that explains, changes (with confirmation) and compares simulations in plain language — the first product to ship the design system's conversational components.

12+

industrial clients validated

€2M+

co-investment supported

4

AI use cases shipped

CARTO · 2022-23 · HEAD OF DESIGN

One design system for a platform that runs on maps and APIs

Rebuilt the design system with a cross-functional council and component lifecycle; designed data connections and data management for analysts working at scale.

200→45

core components

83%

adoption

2×

faster time-to-market

-60%

inconsistencies

BBVA · 2018-21 · GLOBAL SENIOR DESIGN LEAD

GEMA — one global app for every business client

Grew the design team from 3 to 15, managed design leads across countries and ran parallel squads with Dual-Track Agile for BBVA's Global Enterprise Mobile App.

+57%

monthly income

+145%

transaction volume

37k

new clients / month

4.9

App Store rating

CAPABILITIES

Leadership — team building, design ops, multi-squad governance, OKRs, mentoring.

Interaction & service design — research, journeys, data-dense UI, accessibility.

Design systems — architecture, governance, documentation, adoption.

Design × technology — AI interfaces, APIs, SQL, AWS data engineering.



EXPERIENCE

2023 – NOW

Founder, Product & Design Lead — Quotidiano Studio, Madrid

Independent practice for fintech, B2B SaaS and energy: product strategy, UX architecture, design systems. Currently designing the site and editorial system of the book *Desenhando Confiança*.

2025

Design Lead — Garaje de Ideas, Madrid

Moeve Decarbonize platform: Smart Twin and its AI assistant, from definition to production.

2022 – 2023

Head of Design — CARTO, Madrid

Design strategy, product design and design system for a multi-product geospatial analytics platform.

2018 – 2021

Global Senior Design Lead — BBVA, Madrid

Global Enterprise Mobile App; team of 15, multi-squad governance, OKRs in a regulated environment.

2015 – 2018

Global Design Lead — Telefónica, Madrid

UX strategy for B2B SaaS, cloud and IoT platforms; research and prioritisation workshops shaping roadmaps.

2011 – 2015

Senior UI/UX Designer — Telefónica Innovation Center, São Paulo

Open-innovation and IoT projects (Tigre, Natura), fleet management for SMEs, and the Vivo TV guide (~300k active users).

2001 – 2011

Visual Designer → Digital Art Director — Brazil

Pepper Interativa, ActualSales, DOT Digital Group, Isobar, CYBIZ, NEORIS.

EDUCATION

2024

AWS Data Engineer — Global Knowledge Training, Madrid

2023

SQL for Data Analysis — CAS Training · **UX Management** — Interaction Design Foundation

2019

Behavioral Economics — BBVA Campus, Madrid

2012 – 2013

Design Thinking — Panamericana School of Arts & Design, São Paulo

2001 – 2005

BA Social Communication — Instituto de Ensino Superior de Brasília

LANGUAGES

Portuguese (native) · Spanish (fluent) · English (professional, C1) · French (learning)