

# Luigi Nista Piccolo

Dallas, TX

Product Design Manager with 10+ years of experience in UX, research, and strategy for enterprise platforms. I design systems and drive innovation through collaboration.

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## Work Experience

### Bigtincan — Product Design Manager

*Feb 2024 – Present*

At Bigtincan, a global AI-powered sales enablement platform, I lead design for features used by Fortune 500 companies — including AI-powered search, coaching workflows, and design systems — while driving product strategy and mentoring designers across cross-functional teams.

### Bigtincan — Lead, Design Research

*Jul 2021 – Feb 2024*

Built and led Bigtincan's Design Research team, enabling product innovation through user insights, rapid validation, and cross-functional discovery. Supported generative AI features like Genie Chat and SearchAI.

### Bigtincan — Product Designer

*May 2019 – Jul 2021*

Designed UI and user flows across most of Bigtincan's product portfolio, contributing to platform consistency and usability. Played a key role in exploring and aligning the user experience of newly acquired products during integration phases.

### Trendi — Head of Experience Design

*Mar 2009 – Dec 2018 · São Paulo, Brazil*

Led UX and UI design across a range of digital products — from enterprise dashboards to mobile apps — for clients like AWS, BTG Pactual, and TD Ameritrade. Oversaw project teams and research-driven design strategy.

## Education

### MFA in Interaction Design – School of Visual Arts (SVA)

*2018 – 2020 · New York, NY*

Trained in research, analysis, prototyping, and product design within business, social, and cultural contexts.

### UX Design Certificate – General Assembly

*Fall 2017 · New York, NY*

Completed an intensive program focused on user research, experience strategy, and product development through hands-on projects.

### Bachelor's in Graphic Design – UNESP São Paulo State University

*2004 – 2008 · São Paulo, Brazil*

Studied at one of Brazil's top public universities, with coursework spanning design theory, product development, and visual communication.

## Design Expertise

Product Design · Design Research · UX/UI Design · Interaction Design · Service Design · Design Systems · Rapid Prototyping · Design Strategy · Cross-functional Collaboration · Team Leadership · Inclusive Design · AI-Powered UX · Ideation · Stakeholder Alignment · Workshop Facilitation

## Tools & Methods

Figma · Sketch · Lookback · Dovetail · Jira · Confluence · Design Sprints · User Interviews · Usability Testing · Journey Mapping · Affinity Mapping · Competitive Audits · Heuristic Reviews · Surveys

## Languages

Portuguese (native) · English (fluent)