



CONTACT

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LANGUAGES

English	Fluent
Portuguese	Native
Spanish	Intermediate

EDUCATION

BA, Digital Design
Centro Universitário Senac · 2012-2015

Motion Graphics
Méliès School · 2016

Product Masterclass
Product School · 2020

BEYOND WORK

Building with AI & vibe coding to make people's lives a little better ·
photography & video · travel with family · football & sports · keyboard & drums.

Adson da Cruz

Staff Product Designer

Product designer with 13+ years shaping consumer and fintech products end-to-end. I lead app experiences and design systems, build the process and culture around them, and connect design to engineering through AI. Currently reshaping the gamers' economy at ZBD.

EXPERIENCE

Staff Product Designer · ZBD Sep 2025 — Present

- Building ZBD's universal design system to help engineers ship with consistency and speed.
- Driving product design across the company, from app strategy to AI-assisted design-to-engineering workflows.

→ Built a 0-to-1 payments and rewards product for game studios large and small — including Epic Games.

Lead Product Designer · Balance, Elevate Labs Mar 2023 — Sep 2025

- Lead designer for the entire Balance experience, discovery, and design system.
- The highest-rated meditation & sleep app in the US.

→ Grew from 4M to 20M users in two years while holding the 4.8★ US-leading rating.

Lead Product Designer · Deel Apr 2022 — Mar 2023

- Led the move from a financial tool to a global HR platform.
- Built company-wide research and discovery processes.

→ Helped drive the global HR platform expansion, contributing to a valuation increase from \$5.5B to \$12B.

Senior Product Designer · Nubank Sep 2020 — Apr 2022

- Led Social Products & Loyalty — strategy, roadmap, and the financial-life-sharing experience.

→ Saved over \$10M in fraud and card reissuing, while virtual-card spending grew by over \$250M in a single year.

Senior Product Designer · iFood Aug 2019 — Sep 2020

- Designed driver safety and flows for web, Android, and iOS in the Logistics Tribe (Support & Anti-fraud).

→ 96.5% driver CSAT and \$300K in contact-rate costs saved.

UX Designer · Great Place to Work Sep 2015 — Aug 2019

- Brazil's representative on the global branding team; research, prototyping, and testing for new products.

→ Branding & institutional design standards adopted across 60+ countries.