



FABIO CALZAVARA

DESIGN DIRECTOR • HEAD OF PRODUCT DESIGN

Fabio is an executive leader with **12 years of experience** in leading design, digital products, and innovation teams. His primary strength lies in **understanding business goals and translating them into products and services that offer outstanding user experiences.**

By bringing together **analytic capabilities, creativity, and interpersonal relationship skills to engage stakeholders**, he sets up high performance creative teams for different given contexts, providing a clear strategy, processes, goals and KPIs. Here are some highlights of his career:

- Worked with several Forbes Global 2000 companies, including Roche, Saint-Gobain, and General Mills.
- Held senior roles at LATAM's largest healthcare company and its latest unicorn, leading projects that generated more than \$ 30 million in results.
- Former partner at a global consultancy, advising C-level executives and board members for more than 10 years.
- Expertise in strategic planning, digital transformation, team leadership, and product design with over 30 projects implemented.
- Managed partnerships, client relationships, and sales activities.
- Additionally, he speaks four languages, holds an MBA, and has experience as an educator, musician, and executive trainer.

Currently seeking positions within the **European Union**. As an Italian citizen, **no sponsorship, visa, or relocation aid is needed.**

WORK EXPERIENCE

DESIGN DIRECTOR

Nuvmeshop (Brazil / Argentina)

July 2021 - December 2023

Nuvmeshop is Latin America's latest unicorn, valued at USD 1.1 billion.

The company provides e-commerce management solutions (B2C SaaS) for more than 120,000 stores across the region.

Responsibilities:

- Team setup and team management across 2 business units and 11 squads in Brazil and Argentina, totaling 21 individual contributors.
- Define business strategy, product roadmap, and pipeline prioritization in collaboration with C-levels and directors.
- Establish the design vision, work process, and UX guidelines for all Nuvmeshop products.
- Project leadership with technology, marketing, and data science teams.

Achievements:

- Set up a **new business unit from concept to monetization within 3 months**, by collaborating with Product and Technology directors in strategy, roadmap and features definition.
- Helped the **growth from 85k clients to 120k (45% growth in 30 months)** by leading more than 30 different product updates.



LANGUAGES

PORTUGUESE

Native proficiency

ENGLISH

Professional working proficiency

SPANISH

Professional working proficiency

ITALIAN

Intermediate proficiency

EDUCATION

MBA in CORPORATE STRATEGY

Business School São Paulo
São Paulo, Brazil

BACHELOR in PRODUCT DESIGN

Universidade Federal do Paraná
Curitiba, Brazil

INTERNATIONAL EXCHANGE PROGRAM

Köln International School of Design
Cologne, Germany

ADDITIONAL EXPERIENCES

CONTRIBUTING WRITER

The Funnel Magazine
Innovation and entrepreneurship articles for Brazilian edition (2019).

GUEST TEACHER

Istituto Europeo di Design
Business, Service Design and Final Project Mentorships (2018).

MBA TEACHER

Faculdades Rio Branco
Business and Service Design classes at the Branding MBA (2015).

- Brought **\$ 20 million/year in gross merchandise value** (2% of the company's total) by leading two new features launch.
- **Doubled the design team pace**, by reorganizing the work process and defining individual career plans.
- **Reduced the team cost in 20%** by reevaluating positions and allocations.
- Enhanced the **Core product speed by 3x and user adoption by 71%** by leading the migration of ~1.200 screens from a PHP monolith to microservices using specific design and research methods.
- Increased the **conversion rate of new customers by 20%**, by leading the redesign of the institutional website.

HEAD OF INNOVATION AND DESIGN



Hapvida NotreDame (Brazil)

October 2018 - July 2021

Hapvida is the largest healthcare company in Latin America, with a market capitalization of USD 11 billion. The organization provides health insurance plans and medical services to over 16 million clients in Brazil.

Responsibilities:

- Envision new businesses and digital products to drive the company's digital transformation.
- Lead the innovation agenda at the monthly innovation committee, with the company's chairman, CEO and vice presidents.
- Estimate ROI, revenue forecasting, and P&L for digital initiatives.
- Product management, innovation program management, and leadership of open innovation initiatives.
- Lead executive and investors reports regarding innovation initiatives.

Achievements:

- **Launched the company's innovation department** by defining its structure, strategy, KPIs and project pipeline. The department was responsible for digital products and open innovation initiatives, comprising 13 people.
- Yielded a **total of \$ 6.7M in revenue and savings** by releasing 7 products.
- Enabled **more than 6 million teleconsultations, with savings around \$ 1.2M and an NPS of 88%**, by leading the platform design.
- **Saved more than \$ 1.5M** by leading the product team at implementing a new digital medical evaluation.
- **Led 5 different proofs of concepts with startups**, leading to the hire of two of them as regular suppliers.
- Delivered an **average ROI of 140%** with the department.

SERVICE DESIGN MANAGER



INSITUM - Part of Accenture (Brazil)

January 2018 - October 2018

INSITUM (now Accenture Song) was a global consultancy with offices in Barcelona, Buenos Aires, Chicago, and São Paulo, with clients such as Uber, Meta, Grupo Bimbo and XP Inc.

Responsibilities:

- Executive stakeholder management, including C-levels.
- Market development with international companies.
- Guide multidisciplinary teams in the creation of new services and digital experiences using design thinking and UX design methodologies.

Achievements:

- Assessed the implementation of an innovation framework for a multinational food company, **impacting 8 business units in 6 countries.**
- **25 leaders of a multinational industry trained** in innovation methods by delivering an executive training and mentorship program.

ADDITIONAL COURSES

MUSIC BUSINESS FOUNDATIONS

Berklee Online
2024

UX MANAGEMENT

Interactive Design Foundation
2022

THE BRAIN AND TECHNOLOGY:

Brain Science in Interface Design
Interactive Design Foundation
2021

VISUAL COMMUNICATION

Martin Eppler, University of
St.Gallen
2015

ENTERPRISE GAMIFICATION

Mario Herger
2014

REHEARSAL TECHNIQUES APPLIED TO SERVICE DESIGN

The Work & Play Experience
2014

MUSIC PRODUCTION

Berklee Online
2013

MANAGING PARTNER

VRD Research (Brazil / Italy)

August 2015 - January 2018

VRD is an award-winning consultancy based in São Paulo and Bologna, serving clients such as General Mills, Roche, Ferrero, and Lavazza.

Responsibilities:

- Lead the Brazilian office operations, including people and finance.
- Executive-level stakeholder engagement.
- Drive client base and sales growth.
- Led project execution, including research, workshops, ideation processes and prototyping validation.

Achievements:

- **Guided the launch of 3 new food products** for a global company by crafting a new portfolio framework.
- Delivered new strategic services for a global pharmaceutical company, impacting **more than 30 hospitals, clinics, and distributors**.

INNOVATION PROGRAM MANAGER

MJV Innovation (Brazil)

May 2012 - August 2015

With clients such as Coca-Cola, Delta Airlines, and MAPFRE, MJV is a global consultancy, with offices in Atlanta, Paris, London, and São Paulo.

Responsibilities:

- High-level stakeholder management, encompassing C-levels.
- New business and sales development.
- Supervised teams on designing new business solutions using tools like ethnographic research, wireframe, user journey, storyboard, and prototypes.

Achievements:

- **Set up an account worth of \$ 3 million**, leading 5 different projects;
- Generated **\$ 2M in savings for an insurance client** by designing digital solutions. The project **achieved a ROI of over 270%**.
- Designed a digital platform for the leading educational company in Brazil, **with more than 3.5 million daily users**.
- Led the design of a mobile **app for medical auditing in hospitals**, resulting in an **organic adoption of 79%**.