



Dixon Bordiano

UX & Product Design Leader · AI-Powered
SaaS · Design Systems

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Portfolio: <https://www.dixonbordiano.com>

SUMMARY

Design leader with 12+ years in AI-powered enterprise SaaS. Founded Cognira's first in-house Product Design & UX practice across three continents; grew client base 400% and drove \$6M+ ARR. Shipped an accessibility-first design system that cut regression bugs 44%. Co-Founder at URSO Invencivel. Seeking Head of Design / Director of UX / Lead Product Design roles — preferably remote.

EXPERIENCE

Director of UX

Mar 2023 – Jan 2026

Cognira · Porto, Portugal

- Founded and scaled the first in-house Product Design & UX practice for PromoAI SaaS — 0 to 8 PMs, designers, and researchers across 3 continents in 18 months
- Expanded client base 400% and generated \$6M+ new ARR through design-led SaaS migration
- Led accessibility-first design system (Figma + Storybook); regression bugs –44%; usability issues – 50% with 2× faster resolution
- Cut training time and navigation-related support tickets 60% via onboarding redesign
- Directed UX for AI forecasting / predictive features, responsible AI principles, and user-trust metrics

Co-Founder

Mar 2026 – Present

URSO Invencivel · Porto · ursoinvencivel.com

- Co-founded consulting, workshops, and education practice for resilient, practical product and community work
- Design and facilitate workshops; advise on strategy and process; build applied learning materials

Senior UX Designer

Mar 2015 – Mar 2023

Oracle · Lisbon, Portugal

- Led multi-team UX across planning, supply chain, store operations, and analytics
- Embedded research and usability testing in agile; standardized patterns for consistency and faster UI delivery
- Employee of the Year (2017) for cross-product UX unification; mentored designers across teams

UX Designer

Jun 2014 – Mar 2015

Digital River · Minneapolis, USA

- Research and interaction design for e-commerce, enterprise mobile POS, service tools, and checkout

Earlier roles

2010 – 2014

UX Design Trainee · QA & Automation Engineer · Web Designer — Led QA teams, built automation pipelines, early design and testing work · CIO Star Award (Digital River, 2012)

SELECTED WORK

PromoUI design system & AI features

Accessibility-first system + usability-bug process during SaaS rearchitecture. Outcomes: –44% regressions, faster fixes, 60% less training/support friction.
Case studies → [dixonbordiano.com](#)

Oracle cross-product UX unification

Unified patterns across enterprise products; Employee of the Year (2017). Supply chain, store ops, and planning UX in portfolio.

SKILLS

Leadership	Design leadership · Practice building · ProductOps / DesignOps · Mentorship · Stakeholder alignment · Change management
UX & research	Human-centered design · Usability testing · Continuous discovery · Accessibility · Journey mapping · Prototyping
Product	Roadmapping · OKRs · Prioritization (RICE) · Metrics · SaaS migration · Responsible AI · Enterprise UX
Also	Consulting · Workshops · Facilitation · Figma · FigJam · Storybook · Pendo · Jira · Confluence

EDUCATION & CERTS

B.A. Studio Art (Digital Art) — University of Minnesota Morris, 2010
ISTQB Foundation (2012) · Oracle JET (2016)

LANGUAGES & AVAILABILITY

English (fluent) · Portuguese (B1) · Romanian (B1)
Remote / hybrid · Portugal (EMEA) · Full-time preferred

AWARDS

- **Employee of the Year** — Oracle (2017)
- **CIO Star Award** — Digital River (2012)