

ADAIR CAMPOS

SENIOR PRODUCT DESIGNER

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CORE EXPERTISE

Product Design
UX Research
Product Discovery
UX Strategy
Interaction Design
Information Architecture
Usability Testing
Prototyping
Design Systems
Data Visualisation
Enterprise SaaS

IMPACT SNAPSHOT

100k+

Platform
users
supported

19+

Interviews
across
selected
studies

6

European
markets
represented

**EU +
China**

Cross-market
collaboration

TOOLS

Figma · FigJam · Adobe Creative
Cloud · Miro · Monday.com ·
Microsoft Teams · Condens

LANGUAGES

English — Native or bilingual
Spanish — Native or bilingual
German — Elementary

PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years of UX and product-design experience across renewable energy, enterprise software, IoT and e-commerce. Leads work from discovery and research through interaction design, concept development and validation, translating complex technical systems into experiences that are easier to understand and trust. Experienced collaborating across Europe and China and balancing the needs of homeowners, installers, service teams and business stakeholders.

PROFESSIONAL EXPERIENCE

SUNGROW EUROPE

Munich · Jul 2022–Present

Product Designer (official title: UX/UI Designer)

- Lead product-design and research activities across iSolarCloud, residential energy-management, commissioning and EV-charging experiences.
- Shape European product direction through user research, competitive analysis, journey mapping, concept development and design validation.
- Co-led moderated evaluation research with eight installers and homeowners across Germany, Belgium and Italy; served as primary interviewer and translated findings into priorities that informed ongoing mobile iterations.
- Led qualitative discovery with six EV owners across Germany, the Netherlands and the UK, identifying opportunities around setup, automation, cost transparency and flexible charging control.
- Developed a future-facing residential Energy Flow direction through market research, expert interviews, behavioural profiles, journey prioritisation and mid-fidelity concepts.
- Translate complex production, consumption, battery, tariff, earnings and device data into clearer information hierarchies and interaction models.
- Collaborate with Product, Engineering, Design and Service stakeholders across Europe and China; create reusable Figma patterns that improve consistency and delivery.

MYBACS

Munich · Nov 2021–Jun 2022

UX/UI Designer

- Redesigned customer journeys, information architecture and navigation to make products easier to discover.
- Designed responsive product-detail pages and reusable interface elements.
- Translated e-commerce, marketing and business requirements into clearer digital experiences.

ENMACC

Munich · Jan 2021–Nov 2021

Communication Designer

- Translated complex B2B energy-trading products and market topics into clear visual stories.
- Managed creative projects from concept exploration through production and delivery.

ADAIR CAMPOS · EXPERIENCE & EXPERTISE

DESIGN STRENGTHS

Research-led product strategy · Simplifying complex technical systems · Cross-cultural collaboration · Role-specific B2B and B2C experiences · Data visualisation and information hierarchy · Translating evidence into product direction

RESEARCH & DESIGN METHODS

Discovery	User interviews
Usability testing	Surveys
Behavioural profiles	Journey mapping
Competitive analysis	Research synthesis
Prioritisation	Concept design
Prototyping	Design systems

DOMAINS

Renewable energy	Solar PV	
Storage	EV charging	IoT
Enterprise SaaS	E-commerce	

EARLIER EXPERIENCE

MYLIVN

Working Student — Marketing Content Creator

Munich · Aug–Dec 2020

- Created digital content and visual assets for social-media, brand and customer-communication initiatives.
- Adapted creative concepts across digital channels while maintaining brand consistency.

SELF-EMPLOYED

Freelance Multimedia Designer

Munich · 2017–Jan 2020

- Delivered branding, digital design, illustration, motion and website projects from discovery through production.
- Improved website navigation and content structures by removing misleading labels and unnecessary interactions.

COKER UNITED METHODIST CHURCH

Multimedia Designer

San Antonio · Jul 2017–Dec 2018

- Created campaign assets, prototypes, video, motion graphics and brand materials.
- Coordinated small-team video production from planning through final delivery.

CONCORDIA LUTHERAN CHURCH

Multimedia Designer

San Antonio · Nov 2010–Dec 2016

- Produced brand assets, digital signage, motion graphics, video, audio and social content.
- Supported audiovisual systems and multimedia production.

COLLABORATION

Product Managers · Engineers · Designers · Researchers · Service and After Sales · External agencies · Stakeholders across Europe and China

EDUCATION

The Art Institutes

Media Arts and Animation, Digital Communication and Multimedia · 2014–2017

University of Texas at San Antonio

Studies in Biology and Biological Sciences