

Product Designer Design Engineer

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Remote · Worldwide · GMT-3

Design Systems / Front-end Engineering / UX Research / Design Leadership

SUMMARY

I design the product, then build it. 25+ years: interactive work for Google, Visa, and Adidas; design systems shipped as production code; peer-reviewed research behind the decisions. At Netlex I took the team from 2 to 10 and lifted its core workflow 300% in six months.

RESULTS

300%	2 to 10	15	90%
CORE WORKFLOW LIFT IN 6 MONTHS, NETLEX	DESIGN TEAM GROWTH, NETLEX	REGIONS STANDARDIZED AT VISA, 3X FASTER BUILDS	AVG IMAGE REDUCTION UNDER 100 MS, COMPRESSO

SKILLS

Design Systems, Component Libraries, Design Tokens, Product Design, UI/UX Design, Interaction Design, User-centered design, Wireframing, User Flows, Information Architecture, Prototyping, Rapid Prototyping, Accessibility, WCAG 2.2, ARIA, Figma, Auto Layout, Variables, Dev Mode, Design handoff, Storybook, Theming, Component-driven Architecture

ENGINEERING

React, Next.js, TypeScript, JavaScript, HTML5, CSS3, Sass, Less, Tailwind, Node, Supabase, Claude Code, Cursor, MCP, Framer Motion, Git, Vercel, AI-assisted development

RESEARCH

User Research, UX Research, Usability Testing, User Interviews, A/B Testing, Mixed Methods, HCI, Data Visualization, Google Analytics, Mixpanel, Hotjar

LEADERSHIP

Design leadership, Design team 2 to 10, Hiring and mentoring, Roadmap with product and engineering, Cross-functional stakeholders, Design system governance, Enterprise SaaS

EDUCATION

University of São Paulo (USP), Human-Computer Interaction (HCI), Digital Accessibility

LANGUAGES

Portuguese native, English fluent, Spanish conversational

PUBLICATION

"Cognitive Distance in Information Systems: From Concept to Measurement to Field Evidence", in peer review at Information Systems (Elsevier), Google Scholar

EXPERIENCE

Independent	Product Designer & Design Engineer	2025 – present
Three things built and shipped end to end: a production React design system; a Figma plugin that turns a coded component library into the matching design system inside Figma, components, variants, and tokens, then keeps the two in sync as either side changes (demo on request); a full stack media platform that broadcasts live radio from the browser to Icecast. Claude Code, Cursor, and MCP daily, reviewed critically.		
Netlex	Lead Product Designer	2021 – 2026
Enterprise contract lifecycle management: structured legal content at scale, template systems, and approval workflows run daily by non-engineers. Grew design from 2 to 10, set contribution standards in Storybook, shaped the roadmap with product and engineering. Workflow Designer +300% usage in 6 months, 100 clients in year one, audits 70% faster.		
Visa	UX Designer, Global Authentication Redesign	2020 – 2021
Prototyped and standardized authentication across 15 regions: one design language, localized to each market's compliance rules, so teams implemented 3x faster.		
IUQO	Founder, Product Design & Engineering	2011 – 2021
Ten years running a remote studio: interactive work for Google (via BBDO/UNIT9), Adidas, and Visa. Concurrent roles: Technical Product Manager at Gigster, San Francisco (2015 – 2017); Business Partner LatAm at UNIT9, London (2013 – 2014).		

PROJECTS

Izaias Design System , architect and engineer. Tokens, components, voice, and WCAG 2.2 patterns as React across a three-app Next.js monorepo. The design system is the codebase: no spec drift, no screenshot museums. design.izaias.xyz/design-system
Everyday Services Study , UX researcher and engineer. A pre-registered international experiment that changes one thing only, the wording of the interface, across real banking, health, and government flows. Platform built end to end: trilingual PT/EN/ES, WCAG 2.2 AA, with the statistical figures hand-built as web graphics. design.izaias.xyz/work/everyday-services-study
Compresso , creator and engineer. ~2 KB, zero dependency, no server: compress, resize, and convert in the browser, 90% average reduction in under 100 ms. Open source, MIT. Built for the uploads that fail on portal size limits, the same services the study measures. engineer.izaias.xyz/work/compresso-image-optimization

RECOGNITION

Nielsen Norman Group (NN/g) invited me to write as a guest author. Working calls with Kate Moran on research craft, UX, and using AI with rigor.

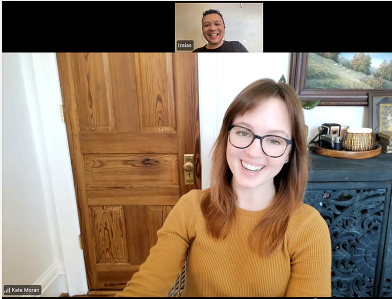


FIGURE 1: WORKING CALL WITH KATE MORAN, NN/G

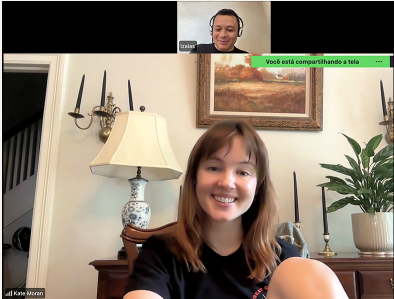


FIGURE 2: SCREEN SHARE, SEPARATE CALL