

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% WORKFLOW LIFT IN 6 MONTHS, NETLEX	2 to 10 DESIGN TEAM GROWTH, NETLEX	15 REGIONS STANDARDIZED, VISA	3.6 KB IMAGE ENGINE, SHIPPED ON NPM
SKILLS	Design Systems, Component Libraries, Design Tokens, Product Design, Interaction Design, Wireframing, User Flows, Prototyping, Accessibility, WCAG 2.2, Figma, Auto Layout, Storybook			
ENGINEERING	React, Next.js, TypeScript, JavaScript, HTML5, CSS3, Tailwind, Node, Claude Code, Cursor, Git, Vercel			
RESEARCH	User Research, UX Research, Usability Testing, A/B Testing, HCI, Google Analytics, Mixpanel, Hotjar			
LEADERSHIP	Design leadership, Design team 2 to 10, Hiring and mentoring, Cross-functional stakeholders, 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			
RECOGNITION	Nielsen Norman Group (NN/g) guest author invitation, working calls with Kate Moran on research craft and using AI with rigor			
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 keeps a coded component library and its matching Figma system in sync automatically (demo on request); a full-stack media platform broadcasting live radio browser to Iccast. Claude Code and Cursor daily, reviewed critically. Netlex Lead Product Designer 2021 – 2026 Enterprise contract lifecycle management: structured legal content at scale, template systems, and approval workflows non-engineers run daily. Grew design from 2 to 10, set contribution standards in Storybook, shaped the roadmap with product and engineering. Workflow Designer usage up 300% in six 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 for Google (via BBDO/UNIT9), Adidas, and Visa. Concurrent: Technical Product Manager, Gigster, San Francisco (2015 – 2017); Business Partner, 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 monorepo: 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. Trilingual platform built end to end, WCAG 2.2 AA, statistical figures hand-built as web graphics. design.izaias.xyz/work/everyday-services-study Compresso creator and engineer. An image engine that compresses, resizes, and converts in the browser, no server, no dependencies, 3.6 KB gzipped, on npm as compresso.js with TypeScript types. One real run took a 3.3 MB phone photo down to 93.5 KB. Open source, MIT. engineer.izaias.xyz/work/compresso-image-optimization			