
Vancouver, BC — Pacific Time (available for async work with global teams) | callebe0@gmail.com - (672) 558-1511

SENIOR PRODUCT DESIGNER

Five years designing end-to-end product experiences for B2B SaaS and enterprise AI platforms, operating as the sole designer in fast-moving, constraint-heavy teams. Works at the intersection of user research, product strategy, and shipping code, framing ambiguous problems, making confident decisions with incomplete data, and delivering outcomes that hold up after launch.

WORK EXPERIENCE

Senior Product Designer/UX, HumanFirst | March 2023 – Present

- Shaped end to end experiences for enterprise AI workflows, turning ambiguous product direction into clear interaction models, prototypes, and shipped product decisions.
- Partnered with the founder, PMs, and engineering to translate customer research, usability findings, and business constraints into roadmap recommendations.
- Built and scaled a design system across a multi product surface, improving developer velocity by 50 percent and standardizing product delivery.
- Created pre sales prototypes that helped communicate complex AI product ideas and contributed to enterprise client acquisition.
- Worked directly in the production codebase with TypeScript, React, and SCSS, tightening the gap between design intent and shipped experience.
- Led product market fit research for a new B2B software product from early conception through launch.
- Supported team delivery after the lead frontend engineer left, contributing 66 production pull requests over 5 months while helping preserve product quality and shipping momentum.

Product Designer II, E-inscrição | June 2021 – Feb 2023

- Owned the full design cycle for payment flows and event management tools, reducing customer support complaints by 98%.
- Introduced a UX playbook and internal onboarding process that cut alignment meetings by 50%, scaling design operations across rapid product growth.
- Collaborated with leadership on strategic feature prioritization, aligning design decisions to revenue and retention goals.
- Mentored junior designers and drove improvements to the company's design system, standardizing UI across product lines.
- Promoted from Product Designer to Product Designer II within six months of joining.

SKILLS

Design

Product Design, UX/UI, Interaction Design, Visual Design, Responsive Design, Prototyping, Wireframing, Design Systems, Information Architecture

Research

User Research, Usability Testing, User Interviews, A/B Testing, Competitive Analysis, Data Analysis

Engineering

React, TypeScript, SCSS, CSS, HTML

Methods

Design Thinking, Agile/Scrum, Design Sprints, Workshop Facilitation, Cross-functional Collaboration

Tools

Figma, Miro, Notion, Google Analytics, Hotjar, UxTweak, Dovetail, Linear, Claude Code

EDUCATION

Post Graduate Degree in Management and Development of International Businesses

Unisul University | Brazil | March 2017 – September 2018

Related courses: Business, Business Cycle, Microeconomics, Macroeconomics.

Bachelor's Degree in International Relations

Pontifical University of Goias | Brazil | January 2011 – December 2014

Related courses: Economics, Geopolitics, Communication Studies, Anthropology, Psychology, Sociology, Administration, and cultural studies.

AWARDS & CERTIFICATES

- UX Nanodegree — Udacity (2021)
- Remote Design Sprints — Domestika (2021)
- Design Thinking — Professional Development