

Thiago Sousa Lopes

PRODUCT DESIGNER & UX/UI DESIGN SPECIALIST FROM BRASILIA, BRAZIL PHONE: +55 61 992 585 694

SUMMARY

As a highly experienced Senior Product Designer and UX/UI Specialist, I have worked with a diverse range of clients and users, including startups and huge and established corporations.

My expertise covers the entire product development process, from strategic planning through to hands-on coding (HTML/CSS).

With large experience in Agile and Lean methodologies, I can effectively dive into complex problems and deliver innovative solutions to clients.

SKILLS

- User Experience and Interaction Design, User Research & Strategy, User Interface and Graphic Design, Information Design, and Data Visualization.
- Experience with HTML/CSS/JavaScript(any framework like React, Angular, Vue, jQuery, etc.) and tools like Framer, Webflow.
- Large experience designing complex, data-heavy web applications (e.g., enterprise tools, SaaS platforms, dashboards, CRMs, ERP systems, B2B).
- Experienced in Lean UX, UX research, Agile Methodologies like Scrum, also lead end-to-end design processes — from discovery and wireframes to high-fidelity UI and delivery.
- Communication, Collaboration, Empathy, Problem-solving, Leadership, and Adaptability.
- Deep hands-on experience with Figma and modern design systems.

RELEVANT PROJECTS

- **Banking Application (Mobile)**
Designed UX/UI and basic HTML/CSS for a mobile banking app with 200,000+ users, winning three social banking modernization awards.
- **AI-Driven Information System**
Designed the user experience and visual elements for a system that utilizes artificial intelligence to rank and collect relevant information for various clients.
- **Medical System for a Health Startup**
Transformed the user interface for medical professionals at a health startup, leveraging big data and voice interfaces; enhanced patient care in hospitals by streamlining information retrieval and reducing data entry time by 40%.

UX/UI EXPERIENCES

Sebrae (*Free support to small Brazilian businesses*)

Senior Product Designer (MAR 2025 – PRESENT)

Designing systems, sites, and apps, used by thousands of users.

RESPONSIBILITIES

- UX Design for complex systems, designing and refining UI and UX flows.
- Defining interaction patterns.
- Leading projects and people to solve complex problems.

- Supporting requirement clarification.
- Reducing to more than 75% of the time of developers using design thinking, agile methodologies like scrum, and design system methodologies.

Jobsity (*USA outsourced talent agency*)

Senior Product Designer (NOV 2023 – MAR 2025)

Creating innovative SaaS, websites, applications, and Design Systems that empower thousands of users across large enterprises and diverse technology initiatives.

RESPONSIBILITIES

- Designed a complex system for integrating multiple educational platforms, improving usability and performance.
- Created an interface for artificial intelligence tools, helping users learn more effectively through contextual messages.
- Designed internal logos to support branding and team initiatives.
- Actively contributed as a designer and key member to the development of the company's new Design System.

Sebrae (*Free support to small Brazilian businesses*)

Senior Product Designer (MAR 2020 – NOV 2023)

Designing systems, sites, and apps, used by thousands of users.

RESPONSIBILITIES

- UX Design for complex systems, apps, and sites used by 4+ millions of users.
- Digital transformation, and UX strategy.
- Leading projects and people to solve complex problems.
- Reducing to more than 75% of the time of developers using design thinking, agile methodologies like scrum, and design system methodologies.

Cision (*Brand measurement and Press Release analytics company*)

Senior Product Designer (Freelancer Consultant) (SEP 2022 – JAN 2023)

Working as a Zazmic consultant in Cision projects (Cision is a company with clients worldwide).

RESPONSIBILITIES

- Worked with the developers, helping to find the best solution for UX problems in the user interface.
- Creating/applying the complex system's visual design and design system.
- Reduced next to 60% of the time of the users.
- User experience based on understanding users.

Fiotec (*Tech and Scientific institution*)

Senior Product Designer (JUN 2018 – MAR 2020)

I designed the interface of educational complex systems for thousands of medics, improving the user experience, digital transformation, and UX strategy for other complex projects.

RESPONSIBILITIES

- Designing interfaces of systems used by more than 20,000 medics.
- Digital transformation, UX strategy for better results.
- Improving the user experience with UX research.
- Interaction design, Information Architecture, and User Interface design.
- Usability tests with the prototype.

- Helped developers customize the HTML and CSS.

Foton Tech (*Tech bank company*)

Senior Product Designer Consultant (FEB 2016 – MAR 2017)

One of my most important digital design works was for a digital bank app for Amazonian Bank, in Brazil, and winner of the EFinance Award, in the 3 categories, in 2018.

RESPONSIBILITIES

- UX design for the banking app, used by more than 100,000 users.
- Improving the user experience, UX strategy and research.
- Interaction design, Information architecture.
- User Interface design and usability tests.
- Working directly with developers and help the HTML and CSS customization.

United Nations (*Educational, Scientific, and Cultural Organization*)

Senior Product Designer Consultant (SEP 2014 – OCT 2016)

Worked on the "Educação Livre" project (that means "Education Free"). It is a project to provide education to young people who are in social vulnerability, and I was responsible for the whole design process (research, UX design, and visual design).

RESPONSIBILITIES

- Designing interfaces of systems used by more than 8,000 young people.
- Digital transformation, and UX strategy.
- UX discovery research.
- Interaction design & Information architecture.
- Usability tests.

EDUCATION

Unyleya University: M.B.A. in Design Thinking (Brazil)

ICESP University: Associate degree in communication and media Studies (Brazil)

IESB University: Bachelor's in advertising production (Brazil)

RECENT CERTIFICATIONS/COURSES:

Leadership Through Design Innovation – Northwestern University

Digital Transformation – University of Virginia

UX Research for Agile Teams – LinkedIn Education

LANGUAGE:

English: B2 (Upper intermediate)