

José Silva

Product Designer | UI/UX Designer Specialist

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PROFESSIONAL SUMMARY

Product Designer with over 12 years of experience in UX/UI Design, Design Systems, and end-to-end product development. Proven track record delivering scalable, user-centered experiences for SaaS platforms, Fintech & Banking, loyalty programs, and marketplace solutions. Skilled at aligning user needs with business objectives through UX Research, Information Architecture, Interaction Design, Usability Testing, and cross-functional collaboration with product, engineering, and business teams.

SKILLS

UI DESIGN • UX DESIGN • AI • ILLUSTRATION • DESIGN SYSTEMS • WIREFRAMING • PROTOTYPING • UX WRITING • INTERACTION DESIGN • DESIGN THINKING • DESIGN QA • RESPONSIVE DESIGN • ACCESSIBILITY (WCAG) • HANDOFF • AGILE • STAKEHOLDER MANAGEMENT • DESIGN DOCS • DISCOVERY • DATA ANALYSIS • INFORMATION ARCHITECTURE • A/B TESTING • QUANTITATIVE RESEARCH • QUALITATIVE RESEARCH • LEADERSHIP • VISUAL DESIGN • DESIGN TOKENS • B2B DESIGN • B2C DESIGN • JOURNEY MAPPING • JTBD (JOBS TO BE DONE) • HEURISTIC EVALUATION

TOOLS

FIGMA • ILLUSTRATOR • FIGMA MAKE • FIGJAM • LOVABLE • GEMINI • SKETCH • MIRO • FRAMER • NOTION • CLAUDE • JIRA • CONFLUENCE • ADOBE CREATIVE SUITE • PROCREATE

WORK EXPERIENCE

PRODUCT DESIGNER LEAD – ALLOYAL

May 2024 – Present (2 years) • Belo Horizonte/Brazil • Remote

Led continuous improvement and product evolution for loyalty, benefits, and employee engagement solutions. Implemented a full Design System for the Whitelabel App, enabling visual consistency, scalability, and faster feature delivery. Executed a complete app redesign that increased lead generation and expanded the product feature set.

Key highlights:

- Designed and shipped the new points app with a clearer, higher-engagement user journey, contributing to increased daily active usage
- Built the Azul loyalty program integration (points exchange), expanding the rewards ecosystem and increasing partner value
- Introduced cashback-to-Azul-points conversion, broadening the rewards offering for end users
- Redesigned the corporate admin panel, improving campaign management usability and reducing operational friction for B2B clients
- Designed an end-to-end gamification ecosystem for a shopping-mall loyalty program (missions, leaderboards, loyalty tiers) — ran a benchmark across 16 loyalty/gamification products across 5 dimensions, then shipped a no-code admin panel plus an invoice scanner (QR/OCR) integrated with the Minas Gerais State Tax Authority (SEFAZ) for automatic point validation
- Led the redesign of the client-facing analytics dashboard, restructuring it into domain-specific views (Subscriptions, Points, Cashback) with CSV export and a new Design System foundation — reduced support-ticket volume and dependency on Looker for reporting

PRODUCT DESIGNER SPECIALIST – STACKSPOT

Aug 2022 – May 2024 (1 yr 10 months) • São Paulo/Brazil • Remote

One of the founding designers of StackSpot, a developer productivity SaaS platform by Zup, from its early stage ('Orange Stack'). Defined the product vision, foundational UX flows, navigation architecture, and component library. Collaborated closely with product, engineering, and technical content teams to translate complex developer workflows into intuitive interfaces.

Key highlights:

- Designed the platform's first end-to-end user journeys, setting the UX foundation for a developer-productivity SaaS used across multiple companies; internal testing showed the platform accelerated delivery cycles by up to 10x and let a new team member reach production deployment in as little as one day.
- Built and maintained the Citric Design System (250+ icons, 58+ components, atomic-design structure, WCAG-validated color system), accelerating design-to-development cycles across StackSpot and other Itaú/Zup products.
- Led continuous improvement cycles based on user feedback, usage metrics, and stakeholder alignment.

PRODUCT DESIGNER SPECIALIST – ZUP INNOVATION

Jan 2019 – May 2024 (5 yrs 5 months) • São Paulo/Brazil • Remote

Embedded Product Designer in strategic digital initiatives within the Banco Santander ecosystem, focused on user-centered solutions for SMB and retail banking clients.

Key highlights:

- Getnet (SMB): Led UX redesign of the payment terminal onboarding journey, simplifying and digitizing the process and reducing drop-off in the contracting flow.
- Debt Renegotiation (Retail): Redesigned the platform for individual clients, enabling full digital self-service and improving task completion rate.
- Santander Way App: Delivered gamified benefits (Esfera points), a Card Benefits Hub with Mastercard, a UEFA Champions League interactive promotion, and the Split the Bill feature, featured in national media.
- Charles CD (Open Source, Zup): Designed the interface for this microservice-based continuous-deployment tool, introducing "Circles" (canary/segmented deployment groups) and a hypothesis-tracking workflow with real-time performance dashboards per release, plus plugin support and Jenkins/Spinnaker integrations.

UI/UX DESIGNER - ADAXO

Jun 2017 – Dec 2018 (1 yr 7 months) • Belo Horizonte/Brazil • On-Site

Delivered end-to-end digital product design across retail, real estate, marketing, and civic sectors — from MVP conception to mature product versions.

Key highlights:

- Lecupon App (now Alloyal): Co-created the product from scratch — a gamified cashback and loyalty app for retail, which later evolved into Alloyal
- MField Website: Redesigned the institutional site for an influencer marketing agency, improving brand positioning
- Lar Imóveis App: Structured the real estate app UX, improving property search and agent contact flows
- Meu Vereador App (v2): Civic engagement app for a city councilman, focused on transparency and direct citizen communication
- Nosso Mandato App: Sister app to Meu Vereador, connecting elected officials and constituents — winner of the 1st Startup Show competition (Dec 2018), selected among 27 finalists from over 300 startups nationwide

UI/UX DESIGNER - STEFANINI

February 2017 – June 2017 (5 months) • Belo Horizonte/Brazil • On-Site

Redesigned existing digital solutions with focus on improving usability, clarity, and efficiency. Conducted user research, heuristic evaluations, and competitive benchmarks.

Key highlights:

- Banco Renault / RCI Brasil: Simplified the financial product contracting journey for internal teams and end customers
- FIESC – Health & Safety Benchmarking: Restructured the tool's information architecture and reformatted dashboards for clearer comparative analysis
- BDMG – MPME Credit Platform: Replaced bureaucratic credit application flows with faster, more transparent digital journeys for micro and small business owners

ADDITIONAL EXPERIENCE:

Design Analyst - Dito Internet

February 2016 – January 2017 (1 year) • Belo Horizonte/Brazil • On-site

Interaction Designer - Aces Labs

January 2014 – February 2016 (2 years 2 months) • Belo Horizonte/Brazil • On-site

[Complete Work Experience on LinkedIn](#)

EDUCATION

Postgraduate Degree, Interaction Design - PUC Minas - 2015 – 2016

Technology Degree, Graphic Design - Faculdade INAP - 2012 – 2014

CERTIFICATIONS

Design Tokens for Multi-Themes and Modes - Escãla - 2025

Workshop +Motion +Design - Layer Lemonate - 2025

Design System Specialist - Meiuca - 2022

Design System & Ops – Online Training - Meiuca - 2020

SEO – Fundamentals of Search Engine Optimization - PUC Minas - 2018

LANGUAGES

Portuguese (Native) • English (Fluent C1 Level) • Spanish (Elementary)