

# Carlos Costa

Senior UI/UX & Product Designer | Design Lead

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## Professional Summary

Senior UI/UX & Product Designer and Design Lead with 25+ years of experience delivering digital products for startups and global brands. Proven record of driving measurable impact — boosting conversions, retention, and usability across web and mobile. Skilled at leading high-performing teams and scalable design processes aligning product vision with business goals.

## Core Competencies

- UX Design:** User Research, Personas, Journey Mapping, Information Architecture, Wireframing, Prototyping, Usability Testing, A/B Testing, Accessibility (WCAG).
- UI Design:** Design Systems, Responsive Design, Interaction Design, Visual Design, Branding, Typography, Motion & Micro-interactions.
- AI:** Figma AI, Notion AI, ChatGPT, Midjourney, Freepick AI - automating tasks, accelerating ideation, synthesizing user research.
- Product Strategy:** Road-mapping, Requirements Gathering, Agile/Scrum, Stakeholder Management, KPIs & Metrics.
- Leadership:** Team Management, Mentorship, DesignOps, Cross-Functional Collaboration, Process Optimization.
- Tools:** Figma, Sketch, Adobe Creative Suite, InVision, AI tools, Principle, Jira, Confluence, Wordpress, Trello.

## Professional Experience

### Senior UI/UX & Product Designer / Design Lead

Docler Holding / Byborg Enterprises, Luxembourg | Jun 2017 – Present

- Led a 4-person design team across 14+ products, cutting delivery time by 30% through optimized agile workflows.
- Scaled a company-wide design system, reducing inconsistencies by 30% and improving developer hand-off efficiency.
- Integrated AI tools (MidJourney, Freepick AI, ChatGPT) to accelerate ideation and delivery by 45%.
- Partnered with PMs, engineers, and stakeholders to align product vision to design delivery, directly contributing to a 81% uplift in revenue.
- Optimized landing pages and product features via A/B testing and usability research, helping to boost site visits to 2.6 billion/month
- Mentored and coached designers, with two team members promoted to senior roles, strengthening team capability and leadership pipeline.

### Senior UI/UX Designer & Digital Consultant (Freelance)

Global | Nov 2013 – Jun 2017

- Delivered UX/UI design and product consulting for global clients including Mitsubishi, Asics, Harley-Davidson, Ronaldo Academy, and Estrela Toys.
- Improved e-commerce funnels for various e-commerces, increasing checkout conversion by up to 40%.
- Designed web and mobile sites and apps that helped startups increase revenue and get acquired.
- Conducted user research, journey mapping, and usability testing to inform product decisions, helping clients to save in potential development rework.
- Collaborated with agencies and cross-functional teams to optimize digital marketing campaigns, raising CTR by up to 35%.

### Lead UI/UX & Product Designer

Akatus (Fintech Startup, Brazil) | Oct 2012 – Nov 2013

- Owned end-to-end UX and UI design for mobile payment solutions on iOS, Android, and web.
- Created brand identity and product design guidelines, ensuring consistency across product and marketing touch-points.
- Collaborated in an agile environment with developers, PMs, and QA teams to ship MVPs on time and within scope.

### Creative Director

WebTraffic (Digital Agency, Brazil) | Feb 2007 – Sep 2012

- Managed a 8-member design team at one of Brazil's leading performance marketing agencies.
- Led UX and UI for e-commerce sites, mobile apps, and promotional campaigns, delivering up to 50%+ sales growth for key enterprise clients.
- Designed transaction flows for many clients, that reduced checkout time up to 30%, directly improving user satisfaction and retention.
- Worked with many big clients in Brazil, such as Suzano Papel e Celulose, Estrela Brinquedos, São Paulo Turismo, Report Papéis, Harley-Davidson, Grupo SHC (Citroën & JAC Motors Brasil), Netshoes, M.Martan, Marisa, Julio Simões Logística, Instituto Ecofuturo, Fisk, Compra Fácil and many more.

### Senior UI/UX Designer

MercadoLivre.com (LATAM HQ, Brazil/Argentina) | May 2000 – Feb 2007

- Redesigned seller onboarding and product listing flows, improving completion rates by 28% across 3 countries.
- Enhanced buyer-side checkout experience, reducing cart abandonment by 15%.
- Collaborated with cross-functional teams (design, product, engineering) helping to scale MercadoLivre into LATAM's largest online marketplace.

## Education

- Postgraduate in Digital Design — Belas Artes University, BR (2004–2006)
- Bachelor in Advertising & Marketing — Metodista University, BR (1997–2000)
- Graduate in Graphic Design & Illustration — Panamericana School of Art, BR (1996–1998)

## Languages

- English: Fluent
- Portuguese: Fluent
- Spanish: Intermediate
- French: A2.1

## Certifications

- Prompt Engineering for ChatGPT — Vanderbilt University (2025)
- Generative AI Deep Research: Strategic AI Edge for Leaders — Vanderbilt University (2025)
- Generative AI Strategic Leader — Vanderbilt University (2025)
- Agentic AI and AI Agents: A Primer for Leaders — Vanderbilt University (2025)
- Google AI Essentials Specialization — Google (2025)
- Maximize Productivity With AI Tools — Google (2025)
- Stay Ahead of the AI Curve — Google (2025)
- Leading Teams in the Digital Age — Hyper Island (2024)
- Leadership Quest Program — Byborg Enterprises (2024)
- Mobile UX Design — Interaction Design Foundation (2019)
- How to Create Intuitive Products by Imitating Physicality — Interaction Design Foundation (2019)