ANDY MORAIS

Staff Product Design | Senior Product Designer | Senior UX/UI Designer

Brazil · Remote · Available for US and EMEA time zones
Email: andreza.siarom@gmail.com · Phone: +55 41 99817-7062
LinkedIn: linkedin.com/in/andreza-vieira-de-morais
Portfolio: andymoraisproductdesigner.com.br

SUMMARY

Product Designer with **6+ years of experience** leading complex product initiatives across **B2B SaaS** and fintech, combining **product strategy**, systems thinking, and technical **leadership** to build scalable digital experiences. Experienced in **end-to-end product design**, product **discovery**, design system transformation, and redesigning complex financial platforms in production.

Led the evolution of an existing **Design System** into an **AI-first**, code-aligned foundation, improving efficiency across prototyping, engineering **handoff**, frontend delivery, and QA, with an 80% reduction in **UI** rework during testing. Experienced in shaping **AI-native product** experiences, simplifying complex financial workflows, and bridging Product and Engineering to translate business objectives, user needs, and technical constraints into product solutions.

Strong background in **cross-functional leadership**, **UX strategy**, interaction design, design systems, and technical feasibility, with a focus on product quality, scalability, and measurable **business impact**.

CORE COMPETENCIES

- **Product Design Leadership:** Design Team Leadership, Design Operations (DesignOps), Product Thinking, Process Development, Stakeholder Alignment, Project Management.
- **Product Discovery & Research:** Product Discovery, User Interviews, User Research, Discovery Workshops, Design Sprints, Journey Mapping, Business Process Mapping, Requirements Definition.
- **UX & Interaction Design:** End-to-End Product Design, Information Architecture, Complex Workflow Design, Wireframing, Prototyping, Usability Evaluation, Legacy System Redesign, Responsive Web and Mobile Design.
- **Design Systems & Design Engineering:** Design System Architecture and Modernization, Component Governance, Design Tokens, Figma Variables and Variants, Design-to-Code Alignment, Technical Feasibility Assessment, HTML/CSS Fundamentals, UX Quality Assurance.
- **AI-first & Code-first Workflows:** AI-assisted Design, MCP-ready Figma Files, Semantic Layer Naming, AI-assisted Design-to-Code Workflows, Pre-handoff Interaction Validation.
- **Tools:** Figma, Claude Code, Storybook, Vercel.
- **Methodologies:** Lean UX, Design Thinking, Design Sprint, Agile/Scrum, Data-Informed Design.

PROFESSIONAL EXPERIENCE

Trio Payments – *Digital Bank / Fintech*
Staff Product Design | Jan 2026 – Present
Senior Product Designer | Jan 2025 – Dec 2025

Lead Product Design at a B2B fintech SaaS platform focused on high-volume payments and financial operations. Responsible for evolving the product experience, establishing scalable design practices, and connecting business strategy, user needs, and technical feasibility, while remaining hands-on across strategic initiatives from discovery to delivery.

Key contributions and impact

- **AI-first Design System:** Led the evolution of the existing Design System into a code-aligned foundation, integrating components, design tokens, documentation, and frontend implementation. Improved Design–Engineering collaboration, accelerated prototyping and delivery, and reduced UI rework during testing and QA by 80%.
- **Strategic product evolution:** Contributed to the transformation of a high-volume payments and collections platform into an AI-native digital banking experience, identifying opportunities for payment workflow automation, conversion insights, collections optimization, and data-driven financial intelligence.
- **Complex financial workflows:** Led the redesign of critical production workflows, including batch payments via CSV/CNAB, payment approvals, permission management, authorization hierarchies, and operational settings. Balanced UX improvements with business rules, technical dependencies, backward compatibility, and operational continuity.
- **Design team and process development:** Helped establish the Product Design function, defining scalable practices across discovery, prototyping, design handoff, implementation reviews, and UX QA. Strengthened team autonomy, delivery consistency, and collaboration with Engineering.
- **Cross-functional product leadership:** Act as a technical reference and bridge between Design, Product, and Engineering, translating business challenges and user needs into product opportunities while considering technical feasibility, scalability, and user impact.
- **Financial experience optimization:** Led improvements to the financial dashboard and web and mobile banking journeys, aiming to simplify complex operations, improve visibility into financial activity, and make essential workflows clearer and more efficient.

Ateliware – ***Software Development Company***
Senior UX/UI Product Designer | Jan 2023 – Jan 2025

Product Designer | Jan 2021 – Mar 2023

- **Led product discovery and UX strategy for 15+ B2B and SaaS products** across different industries and stages of product development.
- **Structured and optimized the company's product discovery service**, establishing a repeatable process with defined stages and deliverables where no formal framework previously existed.
- Helped turn product **discovery** into a structured service offering, contributing to the development of a new revenue stream.
- Facilitated co-creation **workshops** using **Design Thinking**, **Lean Discovery**, and **Design Sprint methodologie**s to align stakeholders, clarify business problems, and define product opportunities.
- **Translated complex business needs into product requirements**, workflows, wireframes, and prototypes, balancing user needs, business objectives, and technical feasibility.
- Collaborated with clients, stakeholders, and engineering teams to guide projects from discovery through **design delivery**.
- Designed solutions for complex **digital products**, including operational systems and workflows involving multiple interactions, business rules, and service processes.
- Designed solutions for complex digital products, including operational systems and workflows involving multiple interactions, business rules, and service processes.
- Market Research and Product Validation: Conducted market research and competitive benchmarking to identify industry references, assess market fit, evaluate product opportunities, and inform early-stage product feasibility.
- Product Strategy and Feature Prioritization: Facilitated discovery and ideation workshops to define business objectives, explore product opportunities, align stakeholders, and prioritize features with clients based on business value, user needs, and technical constraints.
- End-to-End Project Leadership: Led digital product initiatives from initial sales discussions and project kickoffs through discovery, design, stakeholder validation, final presentations, and handoff to clients and their internal teams.
- Cross-functional Project Coordination: Coordinated Design and Engineering teams, aligning scope, priorities, dependencies, and delivery timelines while serving as the main point of contact for clients throughout the project lifecycle.Service Design and User Research: Mapped service and user journeys, created user flows, conducted user interviews and usability testing, and translated research findings into actionable product requirements and design decisions.

Big Brain – Microsoft Partner
UX Designer | *Sep 2019 – Dec 2020*

- Contributed to the creation of a new product area
- Supported user research and data analysis to uncover service pain points and user needs
- Facilitated and supported workflow mapping and redesign workshops
- Creating wireframes and high-fidelity interfaces.
- Interaction Design and Prototyping: Designed end-to-end product experiences from concept to delivery, creating wireframes, high-fidelity UI designs, and interactive prototypes using Figma and Miro.

LANGUAGES

- English: Advanced / Professional Working Proficiency
- Portuguese: Native Speaker

CERTIFICATIONS

- Design and Generative Artificial Intelligence - Lisbon Digital School, 2024
- Fundamentals of Agile Project Management - LinkedIn, 2024
- The Disney/Pixar Way of Creating and Innovating - Lederman Consulting & Education, 2024
- Scrum - SCRUMstudy - Accreditation Body for Scrum and Agile, 2023

EDUCATION

- Postgraduate: User-Centered Design – Interaction Design, Universidade Positivo, 2021
- Undergraduate: Advertising and Social Communication, FAE Centro Universitario, 2017