



Lucas Ferreira

Product Designer (UX/UI)

“ Design is about people before it is about pixels. ”

Email

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Portfolio

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Phone

+55 (11) 9 3014 1205

Social

Portfolio
https://lucasferreira.framer.ai/

Behance
behance.net/designlferreira

GitHub
github.com/designlferreira

LinkedIn
linkedin.com/in/lucasferreiraux

Languages

Português
Native

Inglês
B2 Level - CNA English School

Espanhol
Basic – Self-taught

Experience

- Current

GRB Digital

May 2024 – Present

In-house

Product Designer (UX/UI)

GRB Digital

- Leadership across multiple projects in collaboration with development teams, ensuring design consistency and scalability.
 - Structuring and implementation of Design Systems and Style Guides, used across multiple internal and external products.
 - Creation of high-fidelity prototypes and complex user journeys in B2B, B2C, and B2B2C contexts.
 - Direct involvement with KPIs and OKRs to strategically align design with business objectives.
- Multiplika Crédito & Investimento

Dec 2023 – May 2024

In-house

Product Designer (UX/UI)

Multiplika Crédito & Investimento

- Development of Design Systems and component libraries to standardize digital products.
 - Creation of landing pages, emails, and digital campaigns, improving communication clarity and user experience.
 - Execution of usability testing on critical flows, resulting in more intuitive interfaces.
 - Support for marketing and growth initiatives through visual assets, motion design, and prototyping.
- MaviDev

Jan 2023 – Dec 2023

In-house

Product Designer (UX/UI)

MaviDev

- Development of an application for personal trainers, enabling workout management and feedback between trainers and students.
 - Creation of an interactive children's game, combining educational design with playful engagement.
 - Implementation of improvements to the institutional website, improving content access and organization.
- SIOUX 1:1

May 2022 – Dec 2022

B3

Product Designer (UX/UI)

SIOUX 1:1

- Participation in the development and launch of the Renda+ product, focused on retirement planning and simplifying investment processes.
 - Optimization of the user journey within Tesouro Direto, making investment flows clearer and more accessible.
 - Creation of prototypes, user flows, and screens for internal and external applications, supporting product launches and user engagement.
- SYS4B

May 2022 – Dec 2022

Comgás

Product Designer (UX/UI)

SYS4B

- Redesign of internal applications used by field teams, making workflows faster and more intuitive.
 - Creation of reusable UI components, increasing delivery speed and reducing visual inconsistencies.
 - Advocacy for UI innovation within brand guidelines, expanding visual and experiential possibilities.
- MJV Technology & Innovation

Feb 2022 – Jun 2022

Bradesco

Product Designer (UX/UI)

MJV Technology & Innovation

- Led the redesign of the Bradesco app transfer journey, improving clarity and reducing user friction.
 - Supported the Global Solutions product, with a focus on usability and visual consistency across desktop and mobile platforms.
 - Refined user flows and interfaces by applying UX research and usability heuristics.
- D3_Company

Nov 2021 – May 2022

Comgás and MRV Engenharia

Product Designer (UX/UI)

D3_Company

Internal Product: Internal Chatbot
Creation of an internal evaluation chatbot, accompanied by a digital engagement campaign.

Comgás: Gas Subscription
Redesign of the digital journey for gas subscription, reducing steps and simplifying the process across desktop and mobile.

MRV: Custom Furniture
Design of a post-purchase digital journey, enabling property customization and improving the post-purchase customer experience.
- MaviDev

May 2021 – Oct 2021

In-house

Product Designer (UX/UI)

MaviDev

- Creation of an institutional website to centralize content.
 - Development of a children's memory game for mobile platforms.
 - End-to-end development of an application for personal trainers, focused on workout tracking and feedback.
- Airfluencers

Jan 2020 – May 2021

In-house

Product Designer (UX/UI)

Airfluencers

- Creation of high-conversion landing pages for lead generation and digital content distribution.
 - Refinement of internal tools and the Propozall app, improving the experience for corporate users.
 - Visual and UX redesign of management software, increasing clarity and ease of navigation.

Education

FAAP

Postgraduate Degree

Product Management

Completed in January 2026

FAAP

Postgraduate Degree

Artificial Intelligence – Natural Language Processing

Expected completion: June 2026

FAAP

Bacharelado

Publicidade e Propaganda

Completed in July 2021

FEUC

Bootcamp

Bootcamp UX

Completed in May 2023

FEUC

Course

Artificial Intelligence

Completed in May 2024

FEUC

Course

Agile Project Management

Completed in December 2025

Other Courses

FIAP: Design Thinking and User Experience, Felipe Santana: Figma PRO Course – Scalable Design Systems in Figma, Felipe Santana: Figma Course, Lucas Assis e Tiago Luchtenberg: UI Start, Udemy: Designing Gamification, BTX Escola de Design, Produto e Tecnologia: Design Leadership, BTX Escola de Design, Produto e Tecnologia: Product Design, Imagenation.art: Project Management, UXNOW: UX Design e Research, Google: Foundations of User Experience (UX) Design, Faculdade XP Educação: AI for Business Minicamp, EBAC: Introduction to Programming, Udemy: Measuring Customer Experience | Net Promoter Score (NPS), Udemy: OKRs – Methodology and Application.

Skills

Leadership

OKR

KPI

NPS

Handoff

Design Thinking

AI

QA

Product Backlog

Usability Tests

Accessibility

Agile

Scrum

Kanban

Double Diamond

Service Blueprint

User Story Mapping

Heuristics

Design Ops

Design

User Interfaces

Product Design

User Experience

Wireframing

SaaS

Desktop

Mobile

Responsive Design

Design System

UX Writing

AI

Motion Design

Interactive Prototyping

Service Design

Mobile First

Agile

Double Diamond

Service Blueprint

Atomic Design

Heuristics

Design Ops

Design No-Code

Gamification

Development

Vibe Coding

HTML

CSS

JavaScript

Tools

Figma

Product design

Maze

Product research

Lovable

AI Design

Framer

No code

Miro

Service design

Supabase

BaaS

VS Code

Code Editor

Gitlab

Product Management

Notion

Documentation

Other Tools

Photoshop, Illustrator, Adobe XD, After Effects, InDesign, InVision, Sketch, Audition, Slack, Adobe Premiere, Lightroom, Android Studio, Xcode, Jira, Github, Spline, Creatie.