

# Matheus Gomes

Product Designer | UX/UI | Design System | Design Ops | IA

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## Professional Summary

Product Designer with over 3 years of experience in SaaS Web and Mobile, B2B and B2C digital products. Specialist in service design, design systems, artificial intelligence applied to product usability and accessibility. Strong background in full stack development, facilitating collaboration and handoff with engineers. Experience with design thinking, user centered design, agile methodology, scrum and design sprint. English fluency with C2 proficiency level.

## Professional Experience

### Product Designer II (Mid-level) | Trizy

Mar 2024 – Apr 2025

I worked on a web platform and B2C mobile application. I worked directly in maintaining and restructuring the application's design system. I created and improved services available for iOS and Android app users.

- Created a reward system that resulted in a 22% increase in the number of Daily Active Users (DAU).
- Created a security service using facial recognition and biometrics that queries an external government API to compare and validate driver's licenses. The service resulted in a 35% reduction in scam reports within the first 3 months.
- Using the facial biometrics service, I helped implement multi-factor authentication, which reduced, in the span of two weeks, the password recovery rate by 38% and the number of customer support calls related to login by 61%.
- Gathered and performed statistical data analysis on existing features to propose improvements, through UX KPIs, usability metrics and feedback from NPS surveys. Presented data using PowerBI.
- Created, with the engineering team, an artificial intelligence agent that identifies and categorizes transportation invoices using OpenAI's API.
- Led the design team of 6 people in the redesign and restructuring of the app's design system, making alignments and handoffs with engineers and creating design tokens in frontend development environments.
- Created the app's first monetized feature, a set of tools available through a subscription system using the Stripe API. To date, it is responsible for 100% of the app's revenue.
- Conducted user research, persona mapping and usability tests.
- Tools: Figma, Figjam, Notion, Google Analytics, PowerBI, Zeroheight, Storybook, IA, ChatGPT, OpenAI.

### Product Designer I (Junior) | Trizy

Feb 2022 – Mar 2024

I worked on a logtech platform in the SaaS Web B2B model, working on functionalities based on customer requests to improve the quality and quantity of platform features, such as yard management, scheduling assistant and mobile functionalities.

- Implemented the Web Design System, replacing the previous library (Material Design) with the platforms' own design system.
- Implemented usability, UX and UI improvements.
- Implemented accessibility practices that follow WCAG guidelines.
- Conducted customer surveys, A/B testing and card sorting.
- Created a toll voucher purchase service that allowed complete trip management through a single platform.
- Tools: Figma, Hotjar, Miro, Notion.

## Credit Analyst | GP Créditos

Jul 2019 – Feb 2022

Performed credit analysis and advisory on housing financing at a financial institution, ensuring compliance with industry regulations. I was responsible for registration processes and notarization.

## Administrative Assistant | GP Créditos

Feb 2016 – Jul 2019

Worked in customer service, document organization and as officeboy. I monitored housing processes and acted as a proxy in sale contracts and fiduciary alienation.

## Technical Experiences

### Fullstack Developer | Freelance

Jun 2019 – Jan 2021

Developed and designed personal and contract projects using web development stacks and API implementation, and ensuring responsive, adaptable screens that follow accessibility standards (WCAG).

- UX/UI Prototyping Tools: Figma, AdobeXD, Sketch, Zeplin;
- Frontend Stack: React, NextJS, Javascript, HTML, CSS;
- Backend Stack: Node, Express, PostgreSQL, Python, Django, OAuth, Firebase, Supabase.

### Graphic Designer | CAES UEPG

Mar 2017 – Apr 2018

Created social media artwork for the Software Engineering Student Center at UEPG using the Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere) and Vegas.

## Education

### B.Sc in Software Engineering | Universidade Estadual de Ponta Grossa

Mar 2016 – Dec 2020

### Graduate in Brazilian Laws of Data Protection | Faculdade Legale

Nov 2024 - present

## Technical Skills

**UX & Design Tools:** Figma, FigJam, Notion, PowerBI, Hotjar, Miro, Zeroheight, Storybook, ChatGPT, AdobeXD, Sketch, Zeplin Azure DevOps, Jira.

**Methodologies:** Design Thinking, Lean UX, User Centered Design, UCD, Double Diamond, Design Sprint, UX Research, A/B Testing, UX KPIs, NPS, WCAG, Personas, Design Tokens, Handoff, Agile, Scrum, Kanban.

**Development Stack and Analytics Tools:** React, NextJS, Node.js, Python, PostgreSQL, Supabase, Firebase, OAuth, HTML/CSS, Javascript, API (Stripe, OpenAI).

**Product & Business:** B2B, B2C, B2B2C, Monetization, SaaS, Service Design, Startup.