Felipe Andrade

UX/UI Designer | Product Designer

Research (qualitative and quantitative) • Information Architecture • Figma Prototyping • Design Systems • Usability Testing • Data and Metrics • AI for UX

Belo Horizonte, Brazil (Onsite, hybrid or remote) • +55 31 99556-4078

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SUMMARY

UX/UI and Product Designer with 5 years of experience in digital product design. Worked on a customer portal for a US insurance company, an accounting SaaS, a B2B and B2C platform and travel sales. Starts from a clear understanding of the problem and lets research, data and business guide decisions. Works close to product, developers and support, and uses AI daily to speed up ideas, prototypes and UI copy, without letting it make the final call.

SKILLS

UX Research & Strategy: Qualitative and quantitative research, Interviews, Usability testing, Discovery, Heuristic evaluation, Information architecture, User journeys and flows, Design Thinking, Product strategy.

UI & Interaction Design: High fidelity prototyping, Wireframes & wireflows, Responsive design (web and mobile), Design Systems, Componentization, Auto Layout and Variables, Accessibility, Developer handoff, Visual consistency (grid, typography, color, iconography).

Data & Metrics: Data informed design, Product metrics tracking, Evidence informed decisions.

AI for UX: Claude Code, Claude Design, ChatGPT, Gemini, Figma Make, Lovable, Prompt engineering, UX writing with AI.

Methods: Agile, User centered design, Collaboration with multidisciplinary teams.

Languages: Portuguese (native), English (intermediate), Spanish (basic).

EXPERIENCE

UX/UI Designer (Contract) • Breezy Seguros

Framingham, MA, USA (Remote) • Feb 2024 to Jan 2026

- Designed, with another designer, the customer portal (desktop and mobile) and the intranet for a US insurance brokerage, from research to handoff.
- Ran more than 20 interviews with CX, support and churn teams; this defined the tasks for the first version: certificates, claims and quotes.
- Organized the information architecture and turned the findings into flows, wireframes, wireflows and high fidelity prototypes, reviewed with stakeholders and developers.
- Built the base of the Design System with the developers, since there wasn't one, to keep the screens consistent across products.
- Worked with the CTO, PM and PO in squads with product, engineering, CX, CS and marketing, and helped define requirements and the roadmap.

Projects: Breezy HUB, Intranet, Breezy Assistant, Support Monitoring, PEX, Dashboards and Design System.

UX/UI Designer (Contract) • GroundZero

Belo Horizonte, Brazil (Remote) • Jan 2024 to Mar 2025

- Was the company's UX designer, together with another designer, on a B2B and B2C business management platform, including switching between the company space and the personal space.
- Designed the architecture and screens on desktop and mobile, from the purchase flow to the dashboard and the business assessment questionnaire.
- Took part in the meetings about the next steps for the product and the business; the platform went live.
- Made the blog, the landing pages and a lot of the brand's graphic design with the same Design System.

Projects: Platform (B2B and B2C), Business Assessment, Blog, Landing Pages, Design System.

UX/UI Designer • 123milhas

Belo Horizonte, Brazil • Feb 2023 to Aug 2023

- Designed wireframes and responsive screens for Pacotes Imperdíveis (travel packages) and other products based on requests from the UX Lead, using the Design System.
- Worked in squads with different POs and PMs.

Projects: Pacotes Imperdíveis, 123 Parceiros, Home purchase flow, 123play, Conexão123 Search.

UX/UI Designer • Nucont

Belo Horizonte, Brazil • Nov 2021 to Feb 2023

- Worked from discovery to delivery with product, engineering, marketing, CS and CX, and defined requirements and priorities with the PMs.
- Designed, with another designer, the Help Center inside the platform, which opens next to the task.
- Ran interviews and watched session recordings; they showed that many questions came from accounting knowledge and guided the Help Center content.
- Ran usability tests and tracked usage indicators with the product team across several shipped projects.

Projects: Help Center, Universidade Nucont, Batch Data, Dark Mode, Tax Import, Group Analysis.

EARLIER EXPERIENCE

- **UI Designer • Castanhas Prime** (Jun 2020 to Mar 2021): took care of the brand's visual design, with visual identity, landing pages in Figma and Adobe XD published on WordPress with Elementor, eBooks and social media content.
- **UI Designer (internship) • 2B Company** (Jan 2019 to Dec 2019): at a digital marketing startup, created visual identities, landing pages published on WordPress, eBooks and social media content for clients.
- **Visual Designer (internship) • Archdiocese of Belo Horizonte** (Dec 2017 to Jul 2018): updated the institutional website, produced content for the website and social media, and created visual identities and eBooks.

EDUCATION

Postgraduate degree in UX Design • PUC Minas • 2020 to 2021
Bachelor's in Advertising • PUC Minas • 2016 to 2020

CERTIFICATES

- MBA in AI applied to UX/UI (UI heuristics with AI, UX Strategy, UX Research, Journey Map, UX Writing, Prompt Engineering), Design Boost, 2025.
- UX/UI: Fundamentals of Interface Design, USP, 2021.
- Design Thinking, FIAP, 2021.