

BRIAN L. DUPIN AZEVEDO

Head of Product Design | UX Strategy | Design Systems | Product Management

hi@briandupin.com | +55 (38) 98823-1127 | Diamantina, MG, Brazil | linkedin.com/in/brianazevedodm | briandupin.com | medium.com/@bridupin

SUMMARY

Product design leader who scaled a two-person design function into an 11-designer practice delivering 22 concurrent products, across roles from Senior to Head of Product Design. 10+ years across education, finance, and environmental sectors. Builds the systems design teams run on: scalable design systems, structured Figma architecture, hiring pipelines, and developer documentation thorough enough that engineers never guess at intent. Steps into Product Manager responsibilities when the product demands it, leading discovery, defining scope, and aligning stakeholders. Fluent in English, Spanish, and Portuguese.

CORE SKILLS

Design Leadership | Design Systems | Design Ops | UX Strategy | Figma | Prototyping | Wireframing | UX Research | Usability Testing | Accessibility (WCAG) | Product Management | Roadmapping | Discovery | Agile & Scrum | Stakeholder Management | Mentorship & Hiring | AI-Assisted Design Workflows | Machine Learning Foundations | Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

CHOP DAWG — *US product agency, 500+ apps shipped since 2009 · Remote*

Head of Product Design | Nov 2025 – Jul 2026

- **Team Leadership:** Led an 11-designer practice — predominantly senior — delivering 22 concurrent client products, owning recruitment, onboarding, mentorship, and performance growth.
- **Design Systems:** Architected and evolved design systems, shared component libraries, and documentation frameworks spanning all 22 concurrent client products.
- **AI-Driven Innovation:** Championed team adoption of AI-powered tools and workflows, driving gains in design efficiency, output quality, and process velocity across the full product lifecycle.
- **Strategic Alignment:** Partnered with PMs, engineers, and executive leadership to connect design strategy directly to business outcomes.
- **Process Excellence:** Defined handoff practices, design standards, and cross-functional workflows, raising quality and delivery speed.
- **Capacity & Risk:** Owned capacity planning, design reviews, and risk assessment, including hands-on project stabilization on critical deliveries.

Lead Product Designer | Sep 2024 – Nov 2025

- **Team Scaling:** Grew the design function from 2 designers running 3 concurrent projects to 11 designers running 22 — recruiting predominantly senior designers through a personal referral network to protect quality while hiring at pace.
- **Brand & Web:** Led the company's full visual identity redesign and designed and built its new website, repositioning the agency commercially and supporting a sharp rise in sold work.
- **Delivery Standards:** Eliminated the recurring engineering escalations caused by ambiguous specs and open-ended features by introducing enforced design standards, annotated handoff documentation, and a shared component library adopted across all active projects.
- **Client Outcomes:** Rebuilt the delivery process end to end; formal client disputes over delays and design quality — previously a recurring risk to the business — ceased entirely.
- **Hybrid PM/Design Leadership:** Acted as Product Manager on multiple projects, leading discovery, defining scope, managing stakeholder expectations, and aligning delivery to user and business goals.
- **People & Culture:** Supported hiring and candidate evaluation; led onboarding, mentorship, and workshops for junior and senior designers joining the practice.

Senior Product Designer (UX/UI) | Apr 2024 – Sep 2024

- Delivered concurrent client projects end to end: brand identity, wireframes, marketing assets, high-fidelity concepts, design systems, and developer handoff.
- Worked directly with clients alongside PMs and developers, translating business ideas into shipped product.

AGROFORESTRY CARBON — *Contract · Florianópolis, SC, Brazil · Remote*

Senior Product Designer | Sep 2023 – Apr 2024

- Built the design system from scratch and structured all Figma file architecture and version control.
- Designed end-to-end MVPs including a customer dashboard and a CO2 footprint calculator, from research through high-fidelity handoff.
- Conducted qualitative and quantitative research: interviews, usability testing, competitive benchmarking, and feedback cycles.
- Held a partial Product Manager role, assessing business context daily and supporting backlog prioritization with the PM and project manager.

AFINZ — *Remote*

Senior Product Designer | Apr 2023 – Jun 2023

- Designed features for Conta PJ, a business banking account product.
- Initiated and led a Discovery process establishing the foundations of a usability testing culture within the design team.

FLUENCY ACADEMY — *Remote*

Product Designer | Mar 2021 – Feb 2023

- Led discovery, ideation, and delivery of multiple features for Memhack, a spaced-repetition learning platform serving ~500k users.
- Founded and led the company's first Guild, the Accessibility Guild, implementing initiatives that measurably improved usability for people with disabilities and laying the foundations for what became a dedicated Accessibility squad.
- Drove the full rebranding and design system rebuild for the app.
- Conducted structured and semi-structured research: quantitative, qualitative, behavioral, attitudinal, and usability testing.
- Reconciled business rules, user needs, and technical feasibility across all solution deliveries.

SELF-EMPLOYED — *Diamantina, MG, Brazil*

Graphic & Web Designer | Aug 2015 – Mar 2021

- Designed websites, brand identities, and marketing assets for small businesses and agency clients.

EDUCATION

Bachelor of Information Systems | 2013 – 2019

Universidade Federal dos Vales do Jequitinhonha e Mucuri (UFVJM)

Exchange Program, Information Systems | 2014 – 2015

University of North Florida (UNF), USA

CERTIFICATIONS

- Supervised Machine Learning: Regression and Classification — DeepLearning.AI & Stanford Online, 2026
- AI & UX Lab Workshop — UX Unicórnio, 2025
- AI For Everyone — DeepLearning.AI, 2025
- Product Management — PM3, 2023
- Product Design (UX/UI) — IGTI, 2021
- Agile Management: Leading Change in Agile Environments — Alura, 2022

LANGUAGES

English — Fluent | Spanish — Fluent | Portuguese — Native

ADDITIONAL

- 1st Place, Startup Weekend Diamantina, 2017 — team leader and presenter for QueFazer, a home-services marketplace built in 54 hours.
- President, Vice President & Co-founder — Next Step Junior Company, UFVJM, 2016 – 2018.