TIAGO MACENA

Product Designer · AI-Driven Design · Product Analytics · Design Systems

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PROFESSIONAL SUMMARY

Product Designer with 4 years of experience in complex B2B, B2G and SaaS products. I work end to end, from discovery to handoff, combining user research, product data (GA4 and Microsoft Clarity) and generative AI to speed up research, prototyping and validation. Recent results: **up to 62% less time** on critical flows, **75% fewer user errors**, and product growth from **10 to 1,500+ active licenses**.

PROFESSIONAL EXPERIENCE

Product Designer | Valid South America | Jul 2023 – Aug 2026 | Remote

Biometric identification platform (B2B/B2G/SaaS), web and mobile.

- **Cut lookup time by 55% on desktop and 62% on mobile** (from 4 min to 1 min 30 s) by leading the end-to-end redesign of complex flows for a field operation.
- **Reduced user errors by 75% and increased feature adoption by 10–15%** through flows, error states, recovery and UX writing grounded in research and usage data.
- **Helped scale the product from 10 to 1,500+ active licenses**, plus new contracts, through continuous research and validation (moderated and unmoderated) combining qualitative and quantitative data to remove bottlenecks.
- **Made delivery 30% faster** by using AI to prototype and test alternatives (low to high fidelity in Figma) before implementation, bringing product, engineering and design closer together.
- Documented business rules, components, variables and technical constraints in the Design System and Style Guide, giving interface decisions consistency, scalability and a clear history.

UX Designer | Beedoo Ailearning | Jan 2022 – Jul 2023 | Remote

- Designed web and mobile journeys and interfaces focused on usability, accessibility (WCAG) and responsiveness, working autonomously with PMs, developers and business stakeholders.
- Analyzed user behavior in Google Analytics, Microsoft Clarity and Maze to map bottlenecks, prioritize opportunities and plan A/B tests.
- Built wireframes, user flows and Confluence documentation, detailing component states and usage in the Design System to align handoff with engineering and product.

EDUCATION

- **Neuroscience, Design and User Behavior** | Istituto Europeo di Design (IED) | 2024
- **Postgraduate Degree in UX Design** | PUC-Campinas | 2022 – 2023
- **Bachelor's Degree in Social Communication – Advertising** | Universidade Estácio de Sá | 2016 – 2021

SKILLS

- **Product and UX:** product discovery, UX research, interviews, shadowing, usability testing, heuristic evaluation, information architecture, UX writing, user journeys and flows.
- **UI and Design Systems:** responsive interfaces, visual hierarchy, tokens, variables, auto layout, accessibility (WCAG), documentation and handoff.
- **Data and experimentation:** Google Analytics 4, Microsoft Clarity, Maze, A/B testing, efficiency and adoption metrics.
- **AI and tools:** Figma, Framer, ProtoPie, Miro, Confluence, Claude and generative AI; working knowledge of HTML, CSS and front-end.

LANGUAGES

Portuguese (native) · English (advanced, C1) · Spanish (intermediate, in progress)