

Matheus Gomes

Product Designer | UX/UI | Design System | Design Ops | Artificial Intelligence

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Professional Summary

Product Designer with over 4 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 financial institutions, 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

UX Designer | Accenture

July 2025 – present

I'm currently working at Accenture as a UX Engineer / Design Technologist allocated at Banco do Brasil, one of the country's largest banks and a major state-controlled financial institution. In this project I contributed to an internal developer tooling platform (API testing, mock data generation and management, pull request analysis), combining UX, frontend, and generative AI to accelerate the work of 7 engineering squads.

- Built generative AI analysis routines and dashboards for processing CSAT responses, cutting time spent on manual analysis by over 90%.
- Co-created an AI-powered tool that automates engineering tasks (test generation, acceptance criteria, ticket descriptions, task breakdown into subtasks, and test analysis), raising monthly savings by ~370% (from ~R\$6.3K to an average of ~R\$29.5K over the following three months) by reducing hours spent on manual work.
- Contributed design work to internal platforms used by 7 engineering squads, improving usability and user experience that raised CSAT from 74% to 82% (+8pp).
- Designed and prototyped developer tools in Figma (using variables, enterprise libraries, Figma Make and Make Kits), producing high-fidelity interactive prototypes.
- Built internal dashboards and tools with JavaScript, HTML and Tailwind CSS frontend, translating my own designs directly into functional code.
- Produced communication and branding materials (slides, visual identity) to present tools to internal stakeholders.

Product Designer II (Mid-level) | Trizy

March 2024 – April 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

February 2022 – March 2024

I worked on a log tech 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

July 2019 – February 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

February 2016 – July 2019

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

Technical Experiences

Full stack Developer | Freelance

June 2019 – January 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

March 2017 – April 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

March 2016 – December 2020

Graduate in Brazilian Laws of Data Protection | Faculdade Legale

November 2024 – November 2025

Technical Skills

UX & Design Tools: Figma, FigJam, Figma Make, Notion, PowerBI, Hotjar, Miro, Zeroheight, Storybook, ChatGPT, AdobeXD, Sketch, Zeplin Azure DevOps, Jira, Google Gemini, N8N.

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, Gen AI Tools (ChatGPT/Codex, Gemini, Claude, Manos).

Product & Business: B2B, B2C, B2B2C, SaaS, Service Design, startup, financial institution, payments, monetization.