

Brian L. Dupin Azevedo

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Objective

Head of Product Design with expertise in UX Strategy and AI-driven workflows.

Summary

Design leader with 7+ years of experience in product design across health, education, finance, and environmental sectors. Skilled in design systems, user research, usability testing, and agile delivery. Experienced in leading teams, aligning design with business outcomes, and adopting AI tools to accelerate workflows. Fluent in English, Spanish, and Portuguese.

Professional Experience

Chop Dawg | Head of Product Design | Nov 2025 – Jul 2026

- Lead and scale product design team, overseeing recruitment, mentorship, and performance.
- Drive adoption of AI-powered tools, improving efficiency and quality.
- Architect and evolve design systems and documentation frameworks.
- Align design strategy with product vision and business outcomes.
- Define and refine handoff practices and cross-functional workflows.

Chop Dawg | Lead Product Designer | Sep 2024 – Nov 2025

- Owned design system and component library across projects.
- Acted as hybrid Product Manager and Designer, leading discovery and delivery.
- Improved communication between design, engineering, and PM teams.
- Overhauled documentation and workflows for higher standards.
- Supported hiring, onboarding, and mentorship of junior designers.

Chop Dawg | Senior Product Designer | Apr 2024 – Sep 2024

- Managed multiple projects, from logos to wireframes and high-fidelity prototypes.
- Collaborated directly with clients, PMs, and developers.

Agroforestry Carbon | Senior Product Designer | Sep 2023 – Apr 2024

- Built design system from scratch and structured Figma architecture.
- Conducted research, usability testing, and competitive analysis.
- Designed MVPs including customer dashboard and carbon footprint calculator.
- Supported PM in backlog prioritization and agile ceremonies.

Afinz | Senior Product Designer | Apr 2023 – Jun 2023

- Designed features for Conta PJ product.
- Initiated usability testing culture within the company.

Fluency Academy | Product Designer | Mar 2021 – Feb 2023

- Designed features for spaced repetition platform.
- Led rebranding and design system creation.
- Founded Accessibility Guild, improving usability for people with disabilities.

Education

- BCS – Universidade Federal dos Vales do Jequitinhonha e Mucuri (UFVJM), 2013 – 2019
- Exchange Program – University of North Florida (UNF), 2014 – 2015

Certifications

- Product Design (UX/UI) – IGTI, 2021
- Product Management – PM3, 2023
- Agile Management – Alura, 2022
- Adobe XD – Alura, 2020
- Learning to Learn – Alura, 2020
- Corporate Innovation – Skin Innovation, 2022

Skills

- Product Design Leadership
- UX/UI Design
- Design Systems (Figma)
- User Research & Usability Testing
- Agile & Scrum
- Accessibility Design
- AI Tools for Design

Languages

- English: Fluent
- Spanish: Fluent
- Portuguese: Native

Awards & Volunteering

- 1st Place – Startup Weekend, 2017
- Honorable Mention – UNF Computing Symposium, 2014
- President & VP – Next Step Junior Company, 2016–2018
- Staff – Agape Centro Ecumênico, Italy, 2019
- Event Planner – Dev Weekend 2017 & 2018