

BRIAN L. DUPIN AZEVEDO

Head of Product Design | UX Strategy | Design Systems | Design-to-Code | Product Management

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Remote · US/EU hours overlap · Open to relocation

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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 spanning independent web design for small businesses through to enterprise product work, in both agency and in-house teams, across education, fintech, healthcare, logistics, sports, e-commerce, environmental, and social platforms. Builds the structure design teams work on: scalable design systems, organized Figma architecture, hiring pipelines, and developer documentation clear enough to build from without back-and-forth. Takes work from Figma through to functional front-end code using AI-assisted development, closing the gap between design intent and implementation. 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 | AI-Assisted Development (Claude Code) | Design-to-Code | Front-End Implementation | 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 across healthcare, logistics, sports, e-commerce, and social platforms, from startups to established enterprises, owning all hiring decisions, 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:** Directed how the team applied AI across the design process (Figma and Claude integrations, AI-assisted prototyping, design-to-code exploration), raising efficiency and process velocity without compromising output quality.
- **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.
- **Documentation & Enablement:** Wrote the practice's operating documentation (project phase framework, handoff standards, client-facing meeting conduct, app store compliance, and a design handbook) and trained every designer on it, including all new hires.
- **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, the agency's own product and the first thing every prospective client sees.
- **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.
- Designed two greenfield platforms end to end: a server hardware configurator with pre-purchase assembly logic, store credit, payments, and a product management panel; and a healthcare marketplace connecting patients and therapists, with scheduling, in-platform payments, clinical documentation, progress tracking, embedded chat, and an admin panel for practitioner vetting.

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, and initiated a Discovery process that established 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 and built websites, brand identities, and marketing assets for clients across retail, hospitality, education, healthcare, and professional services, the foundation of a decade of user-centered design practice.

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
- Agile Management: Leading Change in Agile Environments · Alura, 2022
- Product Design (UX/UI) · IGTI, 2021

LANGUAGES

English (Fluent) | Spanish (Fluent) | Portuguese (Native)

ADDITIONAL

- President, Vice President & Co-founder · Next Step Junior Company, UFVJM, 2016 – 2018.