

MATEUS PINHEIRO DE LIMA

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Senior Product Designer | DesignOps Lead

Strategic design leader with 10+ years of experience delivering user-centered solutions that drive business impact.

Work History

User Experience Designer & Service Designer (Contract Role)

McKesson (via Randstad Digital) | Remote | Aug 2023 - Dec 2023

- Redesigned onboarding workflows for NHS and CP&H services, **reducing user friction and improving completion rates.**
- Conducted cross-functional workshops to identify pain points and prioritize solutions, **streamlining content architecture for better usability.**
- Synthesized insights from user research (interviews, surveys, competitive analysis) to advocate for **data-driven design decisions.**

Lead Product Designer

XNV.io (Exponential Ventures) | Remote | Feb 2021 - May 2022

- Led the end-to-end development of **Savings.club**, a fintech product that **disrupted traditional financing models.**
- Acted as a bridge between designers, developers, and stakeholders, **ensuring alignment with product vision and business goals.**
- Mentored team members and introduced agile workflows, **improving team efficiency and collaboration.**

Product Designer

Defined.ai | Porto, Portugal | Sep 2019 - Jan 2021

- Transitioned design tools from Sketch to Figma, **reducing costs and improving team collaboration.**
- Maintained and improved the Design System, **ensuring consistency across a platform with 20,000+ users.**
- Designed user-centered features that **reduced support tickets by 22%.**

UX/UI Designer & Business Analyst

Integritas Solutions, Inc | Remote | May 2017 - Mar 2019

- Led a B2B digital transformation project, **reducing paperwork by 26% and improving service efficiency.**
- Organized design sprints and user testing sessions, **delivering solutions aligned with business and user needs.**

Tools & Competencies

Design Tools: Figma, Sketch, Adobe XD, InVision,

Project Management Tools: JIRA, Asana, Confluence, ClickUp, Monday, Notion

Research & Analytics: Miro, Dovetail, Hotjar, Maze, Mixpanel

Languages: Portuguese (Native), English (C2), Spanish (Basic), French (Basic)

Leadership Activities

Community Organizer | Porto, Portugal

Product School | Jul 2019 - Aug 2020

- Organized events for product professionals, fostering a community of +50 members in Porto Region.
- Developed promotional content and collected feedback to improve event quality.

BlackBerry Developer Group Manager | Brazil

Blackberry | Aug 2012 - Apr 2013

- Hosted workshops for developers exploring BlackBerry 10 OS and app development.
- Supported teams in publishing apps on BlackBerry World.

Education

University of Porto - Porto, Portugal

Communications Design | Sep 2018 - Mar 2022

Durham College - Oshawa, Canada

Diploma in Computer Programmer Analyst | Sep 2014 - Mar 2015

IFRN - Natal, Brazil

Undergraduate in Systems Analysis and Development | Feb 2012 - Apr 2016

CEFET-RN - Natal, Brazil

Diploma in Information Technology | Feb 2008 - Dec 2011

Interest & Hobbies

Technology, Music Production & DJ, Social Causes, Philosophy, Psychology, Hackathons, Entrepreneurship, Artificial Intelligence and Computer Processing Art.