Kahuê Morais

Senior Product Designer

Based in Brazil, remote with teams in Europe and the United States · kahuemorais@gmail.com · linkedin.com/in/ukahue · kahue.net

SUMMARY

Senior Product Designer with 10+ years across fintech, e-commerce, telecom and SaaS. I combine research, design systems and front-end implementation to move operational numbers, including an 18% drop in the number of appliance returns right after the change. Bilingual in English and Portuguese, with certificates and courses in AI from Google and Anthropic.

EXPERIENCE

Product Designer Specialist, Octus Hub

Oct 2025 to present · part time, parallel · São Paulo, Brazil, remote

- Accelerated delivery of high fidelity SaaS interfaces by 30% using generative AI workflows in Figma.
- Architected and maintained scalable design systems with AI driven automation for tokens and components.
- Orchestrated product roadmaps in Notion using AI for strategic prioritization and cross functional alignment.
- Managed design teams and streamlined recruitment cycles by 40% through AI assisted candidate screening and technical assessments.

Product Designer Specialist, Value First Consulting

Nov 2024 to Jul 2026 · contract, parallel · Dublin, Ireland, remote

- Led end to end product design for complex systems, using AI to reduce research and discovery cycles from days to hours.
- Architected multi platform design systems from scratch, integrating AI driven automation for component libraries that reduced design iteration and handoff time.
- Engineered custom interfaces by using AI to synthesize user data and insights, aligning visual identity with measurable usability and engagement growth.
- Partnered with engineering and data teams to optimize advertising platforms, using AI informed user behavior modeling to improve targeting accuracy.
- Mentored teams on AI integrated workflows and design best practices across Miro, Figma and Notion.

Senior Product Designer, Invillia

Jul 2024 to May 2025 · contract, parallel · São Paulo, Brazil

- Led the redesign of the PicPay homepage built on PicPay's existing design system, optimizing account creation flows through A/B testing of forms against single inputs.
- Improved performance perception with edge case design, including skeleton loaders for slow APIs and empty states for new users.
- Organized the credit modules on the homepage into a clear hierarchy of personal loans, payroll loans, FGTS (Brazilian severance fund) anticipation and vehicle backed credit.
- Rewrote the investing area in plain language so first time users could understand it.
- Facilitated co-creation sessions and usability tests, aligning design decisions with business goals through AI synthesized research data.

Senior Product Designer, ZENVIA

Oct 2022 to Jul 2024 · contract, parallel

- Partnered with product managers and developers to align requirements, reducing iteration cycles and improving delivery efficiency.
- Contributed to the standardization of pages and design patterns, improving design system consistency and scalability across products.
- Built interactive prototypes to test and validate user flows for complex web applications.

Senior Product Designer, XNV.io

Jul 2022 to Sep 2022 · contract, parallel

- Mentored the design team on accessibility contrast tools and research methodologies.
- Redesigned web pages based on Hotjar and Google Analytics data, improving engagement metrics.

Senior UX Designer, Newfold Digital

Feb 2022 to Sep 2022 · contract, parallel · United States

- Developed a domain search and filtering system that streamlined the user selection process.
- Designed an automated website builder that made site creation accessible for non technical users.
- Led design thinking workshops and usability tests to align design goals with user needs.

Senior UX Designer, Invillia, C6 Bank project

Sep 2021 to Jan 2022 · contract, parallel · São Paulo, Brazil

- Mapped user journeys and ran stakeholder interviews for the C6 Bank desktop app redesign, identifying key pain points.
- Validated design decisions through iterative prototyping and usability testing.

Product Designer, Try Consultoria, BTG+

Jun 2021 to Dec 2021 · contract, parallel · São Paulo, Brazil

- Redesigned BTG+ Business pages, increasing credit card adoption and account creation rates through streamlined conversion flows.
- Used funnel analysis with Hotjar and Google Analytics to find and resolve friction points.

Senior UX Designer, Stefanini Brasil

Jan 2021 to Sep 2021 · contract, parallel · São Paulo, Brazil

- Found a critical usability issue where customers at Extra, Ponto Frio and Casas Bahia bought appliances with the wrong voltage, 110V instead of 220V.
- Led the change that forced voltage selection before checkout, reducing appliance returns by 18% and cutting refund and logistics costs.

Senior Product Designer, Le Biscuit S/A

Oct 2020 to Aug 2021 · contract, parallel · São Paulo, Brazil

- Modernized the e-commerce architecture by implementing the VTEX headless CMS with VTEX IO and FastStore, decoupling front end from back end.
- Architected a component based design system from scratch, aligned with modular content schemas and NN/g best practices.
- Streamlined content publishing workflows through cross functional stakeholder interviews and requirements gathering.
- Trained the development team on design systems and componentization for precise implementation inside VTEX IO.

Full Stack Engineer, Brisanet Telecommunications

Dec 2019 to Nov 2020 · contract, parallel · João Pessoa, Paraíba, Brazil

- Migrated a corporate payment app from Java to Go and then from React to Flutter.
- Implemented map integration and QR code payments on a Go and PostgreSQL architecture for transaction management.

Senior Product Designer, Cultivatech

Feb 2018 to Mar 2019 · contract, parallel · São Paulo, Brazil

- Designed and developed websites and delivery apps for small and medium sized businesses across 20+ Brazilian states.
- Built scalable e-commerce platforms tailored to different business needs.
- Led the design and implementation of a design system across multiple projects.

Product Designer and Front End Developer, ADM Tech

Feb 2015 to Dec 2018 · contract, parallel · São Paulo, Brazil

- Designed and developed marketing websites end to end for health insurance, retail and construction clients.
- Covered the full scope from information architecture and wireframing to custom WordPress themes in HTML, CSS and JavaScript.
- Ensured accessibility and responsive layouts, integrating forms and quote flows with email automation.

SKILLS

Research: Discovery, User interviews, Jobs to be done, Usability testing, Heuristic review, Journey mapping, Analytics reading

Design and AI: Information architecture, Software architecture, Spec driven design, Interaction design, UI design, AI driven design systems, Accessibility, WCAG, AI feature design, Prompt engineering, Harness engineering, Generative AI workflows

Prototyping and validation: Wireframes, Rapid prototypes, High fidelity prototypes, A/B tests

Data and metrics: Funnel analysis, Cohort analysis, Conversion, Retention

Development: HTML, CSS, JavaScript, React, Next.js, Golang, Back end web development, Google Cloud Platform, PostgreSQL, WordPress, Git, Flutter, working knowledge

EDUCATION

Systems Analysis, Estácio de Sá, 2019

Psychoanalysis, Grupo Médico Psicanalítico Lattes, 2019

LANGUAGES

Portuguese: Native · English: Advanced professional proficiency · Spanish: Intermediate

CERTIFICATIONS

AI and engineering (12) · AI (4) · Development and language (2) · Specialization and business (2) · Design and UX (31)