

Felipe Blanc Ferreira Campos

Product Designer (UX/UI)

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Profile

Product Designer with 6 years of experience (10+ in Graphic Design), focused on designing scalable digital products, including complex SaaS platforms and data-driven interfaces.

Experienced in end-to-end product design, from discovery to delivery, with strong expertise in Design Systems, accessibility (WCAG), and collaboration in Agile environments. Skilled in Figma and modern AI-assisted workflows to accelerate ideation and prototyping.

Experience

Product Designer — Hyphen Digital Experience (Portugal and Spain)

Jun 2023 – Present

Leading product design initiatives for multiple clients across fintech, retail, and SaaS environments.

- Designed a personal loan onboarding experience from scratch for Oney, handling complex user flows, real-time simulation, and progressive disclosure of financial information to improve clarity, trust, and conversion
- Created and evolved scalable Design System components, ensuring consistency and faster implementation across teams
- Conducted user research and usability testing to validate hypotheses and refine solutions based on user behavior and data insights
- Collaborated closely with product managers and engineers to define workflows, interaction models, and scalable UI patterns

Selected projects:

- **Oney (Fintech / B2C)**
Led the end-to-end design of a digital credit experience, including simulation tools and decision flows, reducing cognitive load and improving user understanding in a high-stakes financial context
- **Worten (B2B SaaS / Design System)**
Designed UI components and interaction patterns for a complex internal platform, contributing to a scalable and consistent system used across multiple workflows
- **Continente (E-commerce / Content Experience)**
Restructured information architecture and content hierarchy to improve product discoverability and overall user engagement

Product Designer — Prosper Tech Talents (Brazil)

Jan 2023 – Jun 2023

- Designed an EdTech platform connecting tech professionals and companies through asynchronous learning and mentoring
 - Conducted research and usability testing to improve platform usability and engagement
 - Contributed to filling 30+ tech roles in 2 months, improving recruitment efficiency through better user experience
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UX/UI Designer — Grupo FCamara (Brazil)

May 2021 – Dec 2022

- Designed a complex Open Finance SaaS platform, focusing on data-heavy interfaces, user workflows, and system scalability
 - Built and maintained a Design System to improve consistency and reduce development effort across features
 - Validated design decisions through usability testing and stakeholder alignment
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Education

B.A. in Visual Communication Design — Federal University of Rio de Janeiro

B.A. in Fine Arts — Federal University of Rio de Janeiro

Google UX Design Certificate — Coursera

Interface Design Bootcamp — Aela.io

Skills

Figma (Advanced) | Design Systems | Accessibility (WCAG) | User Research | Prototyping

Data-driven design | Interaction design | Complex workflows & SaaS interfaces

Adobe Creative Suite | HTML/CSS (basic) | Notion, Jira, Miro, Azure DevOps

AI-assisted design workflows

Languages

Portuguese (Native) | English (Advanced) | Spanish (Basic)