

FELIPE BLANC FERREIRA CAMPOS

Senior Product Designer | UX Research | Product Discovery

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PROFESSIONAL SUMMARY

Senior Product Designer with 6 years of experience developing B2B and B2C digital products for Fintechs, Open Finance, SaaS, E-commerce, and EdTech. Active across the entire product development lifecycle, from Product Discovery to prototyping and engineering handoff, creating Web and Mobile experiences in partnership with Product and cross-functional teams.

COMPETENCIES

- Product Design
- Product Discovery
- UX Research
- Design Systems
- Mobile & Web Design
- Information Architecture
- Usability Testing
- Accessibility (WCAG)

INDUSTRIES

- Fintech
- Open Finance
- SaaS
- EdTech
- E-commerce
- B2B / B2C

PROFESSIONAL EXPERIENCE

Senior Product Designer

Hyphen Digital Experience | Portugal

Jun 2023 – Present

Specialized Product Design consultancy delivering digital products for financial, retail, and technology companies.

Oney

- Evolution of B2C digital financial products for Web and Mobile.
- Conducted Product Discovery and created user journeys.
- Developed high-fidelity prototypes utilizing the Design System.
- Collaborated with Product, Engineering, and stakeholders throughout the product lifecycle.
- Continuous evolution of user experience supported by data, research, and business insights.
- Developed solutions for the Portugal and Spain markets within an international context.

Worten

- Evolution of a B2B SaaS platform used by internal teams and suppliers for negotiation and merchandise management.
- Developed new features and evolved the Design System.
- Collaborated with Product and Engineering.

Continente

- Evolution of information architecture for a B2C digital platform.
- Improved journeys, usability, and user experience.
- Conducted user interviews.

Product Designer

Prosper Tech Talents

Jan 2023 – Jun 2023

- Participated in the creation of a B2C EdTech platform.
- Conducted UX Research, user interviews, and usability testing.
- Created wireframes, prototypes, and drove continuous product evolution in collaboration with Product and Engineering.

UX/UI Designer

FCamara

May 2021 – Dez 2022

- Developed a B2B SaaS platform for Open Finance.
- Acted in Product Discovery and Design System management.
- Modeled complex workflows and built prototypes.
- Collaborated with Product, Engineering, and stakeholders.
- Conducted usability testing.

Designer Gráfico

- Over 10 years of experience in Visual Communication, Branding, illustration, and Visual Identity prior to transitioning into Product Design.

TOOLS

- Figma
- FigJam
- Miro
- Lovable
- Notion
- Adobe Creative suite

ARTIFICIAL INTELLIGENCE

- Utilization of AI for research, ideation, documentation, prototyping, and supporting the Product Design process.

FORMAÇÃO

- Visual Communication Design — UFRJ
- Visual Arts — UFRJ
- Google UX Design Certificate
- Interface Design Bootcamp — Aela

IDIOMAS

- Portuguese — Native
- English — Advanced
- Spanish — Basic