

LUIS FELIPE LINS

Senior Product Designer / Design Engineer

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EXPERIENCE

Senior Product Designer / Design Engineer | SecureBags

March 2023 – Present

- Promoted from Senior Product Designer to Design Engineer based on demonstrated ability to ship production-quality code alongside design work.
- Pioneered an integrated workflow using Cursor, React, Chakra UI, and MCP to push Figma designs directly into production; partnered with AI tools throughout the process, from early design explorations through front-end implementation, collapsing traditional handoff delays.
- Inherited a fragmented design ecosystem lacking scalability; led the creation of a modular design system in Figma with reusable, dynamically structured components, reducing design inconsistencies and cutting design-to-development delivery time by 40%.
- Joined as Founding Designer when no design infrastructure existed; established design foundations, workflows, and cross-functional processes from scratch that successfully scaled through the company's rapid growth phase.
- Owned complete UX/UI responsibility for a new SaaS platform, designing all major features from initial research and wireframing through high-fidelity design and developer handoff, including onboarding, account management, dashboards, lending workflows, and integrations.
- Identified operational bottlenecks causing manual overhead for the support team; designed and built internal back-office interfaces in Retool for financial reviews, customer onboarding, and operations, reducing manual work by 35%.
- Designed and implemented landing pages and the institutional website in Webflow and Framer, driving measurable increases in visitor engagement and conversion rates.
- Partnered with the product team to diagnose friction in user journeys; streamlined onboarding and key user flows, reducing drop-off rates and improving customer retention.
- Scoped, managed, and delivered end-to-end product initiatives in collaboration with engineers, PMs, and stakeholders, consistently aligning priorities and executing launches on schedule.
- Developed institutional brand identity and digital assets, ensuring consistent visual language across product, marketing, and sales channels.
- Extended impact beyond design by shipping production-ready React components and front-end improvements directly into the codebase.

Product Designer / Lead Product Designer | Suflex

August 2020 – January 2023

- Promoted to Lead Product Designer based on design impact and cross-functional influence; owned day-to-day design operations, coached junior designers, and presented design direction to stakeholders and engineering leadership.
- Joined as Founding Designer with no existing design infrastructure; built design foundations, processes, and a collaborative team culture from the ground up, enabling product and design teams to scale effectively.
- Led design for two SaaS products (B2B and B2C) from initial concept through MVP launch, owning the complete UX/UI lifecycle including discovery, research, journey mapping, prototyping, and developer handoff.
- Established the Suflex Design System with a unified component library and design guidelines, reducing feature delivery time by 30% and ensuring cross-platform visual and interaction consistency.
- Partnered closely with engineering and product management to align roadmaps, scope initiatives, and incorporate user feedback into iterations, contributing to product-market fit and smoother go-to-market execution.
- Championed continuous improvement after launch, driving usability enhancements and data-driven refinements that increased product adoption and retention metrics.
- Served as the connective layer between design, engineering, and business leadership, balancing user needs against technical feasibility and strategic priorities.

Product Designer / Brand Designer | Grafite Design

January 2015 – January 2025

- Built a diverse portfolio serving clients who needed distinctive market positioning; created over 40 brand identity and strategy projects for small businesses, startups, and NGOs.
- Engaged by clients across Tech, Food, Legal, Finance, Medical, and Home industries; adapted design approach to sector-specific needs, developing versatile problem-solving skills and broad commercial awareness.

- Took on end-to-end product design responsibility for clients lacking in-house design capability, delivering over 10 product design projects from style guide definition through complete UI/UX.
- Constructed production-ready interfaces using Material Design, Human Interface Guidelines, Tailwind CSS, Chakra UI, and NaiveUI across varied tech stacks and platform requirements.

TOOLS

Figma | Cursor | v0 | VS Code | Retool | Webflow | Framer | Github | Zeroheight | Zeplin | Notion | Slack | Jira | Miro | Click Up | Confluence | Hubspot | Hotjar | Linear | Loveable | Intercom | MagicPath

SKILLS

UI Design | UX Design | Product Design | Brand Design | Userflow | Prototype | Visual Design | Information Architecture | Responsive Design | Qualitative Research | Quantitative Research | User Interview | Atomic Design | Agile Methods | Presentation | Styleguide | Design Systems | HTML | CSS | JavaScript | Tailwind

EDUCATION

Visual Design for Digital Products — Aprender Design | April 2025
Crafting Narratives and Presentations — Aprender Design | April 2025
Design Circuit 2.0 — Design Circuit | March 2025
AI Creator — Human Academy | November 2024
Framer Skills — Imagenation | June 2024
Brand-Driven Interfaces — Aprender Design | February 2024
Product Led Growth — Produtos Incríveis | December 2023
Product Discovery — Produtos Incríveis | December 2023
UI Boost — Insany Design | May 2023
Scaling Design Systems — TheStarter | January 2023
UI Expert — Lucas Assis | September 2022
Bachelor of Architecture and Urbanism — UniCEUB | January 2018

LANGUAGES

English — B2 | Portuguese — C1