

Fernando Maranhão



Senior UI/UX Designer & Design Lead

Bragança Paulista, Brazil · Remote fernando@pixellab.com.br pixellab.com.br
linkedin.com/in/fernando-maranho-08213847 behance.net/fernandomaranho

SUMMARY

Senior UI/UX and product designer with 25+ years across design, technology and business: web design and art direction first, then end-to-end UX for complex enterprise platforms. Today the only designer on an enterprise platform for an international client, taking features from discovery to developer hand-off with AI in the loop: CSD mapping, stakeholder validation, high-fidelity prototypes in code and hand-off documents that stay in sync. Builds the AI assistants and design tools the process runs on (VS Code, Claude Code), leads design meetings in English and is peer leader for four designers.

EXPERIENCE

Senior UI/UX Designer & Design Lead

Apr 2020 - Present

Venturus · Campinas · Full-time, remote · client: an international company (NDA)

- Complex international projects at the intersection of product strategy, user experience and technical feasibility. The bridge between Design, Product and Engineering across time zones and cultures: aligns teams, resolves ambiguities and enables structured decisions and consistent delivery.
- Leadership and hands-on execution: leads UX/UI initiatives, is peer leader for four designers and drives scope definition and product direction, at times with Product Owner responsibilities.
- Since May 2026, the only designer on an enterprise platform for an international client: took **15+** features from discovery to developer hand-off (CSD matrix, stakeholder validation, interactive high-fidelity prototypes in code and hand-off documents that live inside the prototype), and follows them through the build with UI reviews, tickets and Help-page updates. Runs design meetings in English.
- AI and LLMs throughout the process: knowledge-base structuring, vibe-coded prototyping, UX writing and efficiency gains. Prototypes are built from a design system of **30+** components rebuilt from the live product; open questions are pinned to their real controls and settled with stakeholders.
- Builds the AI assistants the process runs on, in the team's in-house AI design framework (VS Code, Claude Code): feature tracking, a knowledge-base reader and sync, a hand-off assistant that writes the What's New and Dev & QA documents with per-screen access matrices and clickable flows that open the prototype at each documented step, and a page tracer with **69** failures turned into rules, now used across the design team.
- Built the UI Inspector, a style inspector that turns every on-screen tweak into a prompt for Claude Code. Used by the whole design team.
- Logged **400+** design changes across **15+** features since May 2026; **25+** overturned a settled rule and were kept as reversals instead of silently overwritten.
- Earlier projects (2020–2026): discovery research, user interviews, workflows, wireframes and prototypes, remote usability tests and results reports, playbacks with dozens of simultaneous users; design system contributions, stories and backlogs, and detailed developer hand-off. Completed an internal AI hackathon on agents and productivity tools (2026, 18 h).

UI/UX Designer

Feb 2020 - Apr 2020

Gras Tech · Freelance · São Paulo

- Product design for CombuX, a Gras Tech digital product: benchmark, surveys and in-depth interviews, empathy maps, personas, task flows, low- and high-fidelity prototypes and usability tests with users.

TheMediaGroup ESG

Jan 2000 - Nov 2019

Full-time · São Paulo

Art & Creative Director

Dec 2006 - Nov 2019

- Stakeholder conversations, creating and defending concepts, art direction; coordinated and reviewed work with the design and development teams.
- Wireframes, prototypes and final art for print, responsive websites and digital: layout, infographics, illustration, icons, UI style guides, image treatment, motion-graphics video, presentations, banners and digital marketing.
- Kept building websites in parallel, through occasional freelance web design and development.

Web Designer

Jan 2000 - Dec 2006

- Programmed in HTML, CSS, JavaScript, ASP, PHP and ActionScript (Flash); art assistant; corporate video editing, idents and 2D/3D animation for websites.

Sound Engineering Intern

Jan 1999 - Jan 2000

Marbo · São Paulo · music-production and jingle studio, technical side of audio production

SKILLS

UX design · Product design · UI design · User research · Usability testing · Interaction design · Design systems and tokens · Prototyping in code (HTML, CSS, JavaScript) · AI-assisted design · AI agents for design workflows · Claude Code · VS Code · Information architecture · UX writing · Requirements and developer hand-off · DesignOps · Workshops and co-creation · Stakeholder facilitation · Team leadership and mentoring · Figma · Sketch · Miro · Art direction · Motion graphics · Audio and video production

EDUCATION

Postgraduate diploma in UX Design and Learning Experience · IDI – Instituto de Desenho Instrucional 2020

Degree in Advertising and Marketing · ESPM – Escola Superior de Propaganda e Marketing, São Paulo 1996 - 2000

English · Aspect School, Los Angeles · graded General Professional 1999

CERTIFICATES

Liderança em Design (Design Leadership) · Victor Zanini Apr 2026

Design for Thought and Emotion · Interaction Design Foundation Sep 2025

Open Innovation · Cubo Itaú Sep 2025

Journey Mapping · Interaction Design Foundation Jul 2025

AI for Designers · Interaction Design Foundation May 2025

Design for the 21st Century with Don Norman · Interaction Design Foundation May 2023

Membership Certificate · Interaction Design Foundation Jan 2023

UX Metrics Conf 2022 · Mergo Escola de Design May 2022

3rd UX Design Seminar · UXCO Mar 2022

Design System, DesignOps, Culture and Leadership

Bootcamp UX and Data Design · UX4BI Dec 2021

SELECTED AWARDS

2016 **18th Abrasca Award for Best Annual Report** · Bradesco, Brasilprev and Itaú

2009 **IR Global Rankings** · Eternit

2007, 2008 **Management & Excellence Latin America** · Banco Itaú

2007 **10th Abrasca Award for Best Annual Report** · Itautech, Eternit and Brasilprev

2007 **Iguatemi Filme Fashion** · best script and direction, music video

2006 **IR Global Rankings and Awards** · Petrobras, Grupo Pão de Açúcar and VCP

2000 **Prêmio Francisco Gracioso (ESPM)** · best project, Media category

LANGUAGES & CITIZENSHIP

LANGUAGES

Portuguese, native · English, fluent

CITIZENSHIP

Brazilian and Italian (EU passport)