

Érick Jesus

Senior Product Designer · UX Strategy, Design Systems and AI-assisted design

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SUMMARY

Product Designer with 15+ years of experience in large-scale digital products across insurance, finance, healthcare and entertainment. I run research, prototyping and validation end to end, tying every design decision to business results. I have led UX on a global project (14 teams in 5 countries) and mentored designers. I use AI in my design process, always with human judgment on the final call.

SKILLS

User research and usability testing · Prototyping (Figma) with AI · Design Systems · Heuristics and accessibility (WCAG) · Design Thinking and Design Sprint · Information architecture · Product Ownership (interim) · Mentoring and UX culture · Working with global teams · C2 English

PROFESSIONAL EXPERIENCE

Senior UX/Product Designer — Liderança Capitalização

Feb 2025 – Aug 2026

Tele Sena, SBT Prêmios and Massa Prêmios (Grupo Silvio Santos)

- UX for the Tele Sena digital products squad (about 10 developers); ran research, prototyping, handoff and post-launch optimization.
- Palavra Premiada promotion: the weekly Tele Sena went from 8.9% to 13.8% of sales (average of the weeks before and after launch; internal data).
- About 18% fewer support calls about results and 8% fewer about redemption (approximate figures reported by customer support).
- Brought AI into the process to speed up prototyping and visual exploration.

Senior UX Designer — Ebix Latin America

Feb – Sep 2023

Client: Prudential of America

- Acted as UX lead and interim PO on a global project with 14 teams in 5 countries that unified 5 insurance quoting systems into 1.
- Quote time cut from about 20 to 4 minutes; 7 usability test rounds with average score rising from 3.0 to 4.8 and NPS from 64 to 78 (measured by me in the test rounds).
- Award-winning project: Americas winner (Insurer Innovation Awards, The Digital Insurer) and bronze at the International CX Awards, 2023.
- Mentored the designers on the team.

Senior UX Designer — Act Digital (Altran)

2020 – 2023

Client: Prudential Brazil

- Discovery, research and rapid prototyping in support of product strategy.
- Led UX initiatives and guided research and design practices on the team.

UX Designer (junior to senior) — Avanade

2016 – 2020

Clients: Itaú, Hospital Albert Einstein and Banco Safra

- Facilitated workshops, Design Sprints and Design Thinking sessions in discovery; worked in agile (Scrum) squads.

Earlier (since 2010): freelance UX/UI for global brands (Allergan, Abbott, Leroy Merlin) and design at an advertising agency for the pharmaceutical sector.

EDUCATION

Bachelor's in Digital Design

Universidade Anhembi Morumbi, 2006–2010

Design Leadership — How Bootcamps

Design Thinking — IDEO U and Interaction Design Foundation

Workshop Figma to App (UX Engineering), 2026

LANGUAGES

Portuguese: native

English: C2, proficient (daily professional use on a global project)