

FELIX BENITO

Design and Brand Lead

Ribeirão Preto, São Paulo, Brazil (UTC-3) | Remote, global teams
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PROFESSIONAL SUMMARY

Design and Brand Lead with 18 years of experience shaping digital products for global brands including Audi, Coca-Cola, and Kraft Heinz, with a track record of driving design and brand strategy end to end.

Currently Marketing & Creative Coordinator at The SF Team, a San Francisco real estate group, where I apply that design and brand expertise to lead the website redesign, content and newsletter strategy, social media, and the team's brand and visual identity. Previously led product design at PharosGraph, a political intelligence SaaS platform, owning its design system, AI product UX strategy, and brand and web presence.

I specialize in translating complex ideas, whether data-driven products or a brand's story, into intuitive, outcome-focused experiences. Equally comfortable defining design systems at scale, facilitating cross-functional decisions, and tying creative work to measurable business impact.

PROFESSIONAL EXPERIENCE

The SF Team

Marketing & Creative Coordinator

Aug 2026 – Present | Remote (United States)

- **Listing marketing:** Supported the marketing and promotion of property sales, including a buyer-represented purchase at 312 Fairhills Drive and the sale of a Marina District duplex for \$8.6M, \$2.1M over asking.
- **Website redesign:** Leading a full site redesign focused on SEO and conversion, adding a blog, downloadable ebooks, and newsletter signup.
- **Newsletter strategy:** Conceived and is launching a monthly newsletter covering company news, San Francisco recommendations, active listings, and a market outlook.
- **Social media strategy:** Owns the strategy and content plan for the team's social media presence.
- **Market research:** Conducts market research and competitive analysis on other San Francisco real estate players.
- **Brand and print:** Structuring the team's design language (branding, tone of voice, visual style) and producing print materials, including business cards, property statements, and floor plans.
- **Process improvement:** Mapping improvements to the team's creative workflow and materials production.

PharosGraph

Design Lead

Mar 2026 – Jul 2026 | Remote (United States)

- **End-to-end product ownership:** Own the full design lifecycle across PharosGraph's product suite, from wireframes and lo-fi prototypes to high-fidelity Figma deliverables and developer handoff, spanning five distinct platform products.
- **Design system architecture:** Built and maintained the foundational design system: component libraries, semantic color tokens with OKLCH ramps, Light and Dark theming via Figma variable modes, and a BEM-style naming convention adopted across screens, ensuring consistency and scale.
- **AI product UX strategy:** Lead UX for GovScape's core screens (Bills Directory, Bill Detail, PolicyScape Map, Legislator Profile), including a segmented map-granularity control with tailored patterns per view, and a strategic repositioning around a single conversational "Ask" experience as the primary product surface.
- **Data visualization:** Designed data-rich dashboards and analytics interfaces, including a Momentum indicator system for legislative tracking and a sequential blue chart palette, translating sophisticated AI signals into actionable UIs for political professionals.
- **Design leadership:** Act as the design voice with founders and engineering: structure decisions into clear options and trade-offs, drive proactive direction rather than reactive execution, and coordinate visual and structural changes through product into front-end implementation.
- **Brand and go-to-market:** Built brand strategy from the ground up (logo, voice and tone, master brand handbook, typography and color standards, centralized asset library) and produced go-to-market one-pagers with competitive comparisons and anonymized case studies.
- **Website and IA:** Led a full website redesign on a modern code-based stack (Astro, TypeScript), defining information architecture, content strategy, and outcome-driven content principles aligned to new brand positioning, shipped ahead of a partner launch.
- **Analytics and process:** Ran a product-analytics audit that surfaced a critical event-tracking gap undermining retention data, delivered a baseline report, and produced branded PDF report templates with full visual standards.

CI&T

Senior Product Designer

Jun 2022 – Nov 2025 | Remote, international projects

- **Audi (USA & Canada):** Led the UX/UI redesign of the My Audi mobile app, optimizing EV charging-station discovery and onboarding flows.

- **Coca-Cola (LATAM):** Integrated AI-driven insight and generative-AI tooling into B2B buying journeys and chatbot interfaces across five countries.
- **Kraft Heinz (France & Brazil):** Designed a Sales Tech ecosystem with AI-powered predictive analytics and dashboards for sales forecasting.
- **RHI Magnesita (Austria & Brazil):** Redesigned a SaaS platform for steel-production automation, streamlining complex flows for real-time monitoring.

Ourofino Agrociência

Mid-Level UX/UI Designer

Feb 2017 – Jun 2022 | Brazil

Owned end-to-end product design for digital solutions serving the Brazilian agricultural sector, leading design strategy for a reimagined-products initiative to grow market share and brand value.

- Conducted user research (competitor analysis, agronomist interviews, market assessment) to inform product strategy.
- Created user journey maps and roadmaps for a new e-commerce platform targeting agricultural professionals.
- Designed the branding system, design system, and interactive prototypes for a multi-platform experience.
- Ran usability testing and iterative improvements, aligning features with business goals across marketing, sales, and R&D.

Grupo Educacional Augusto Cury

Digital Marketing Analyst

Sep 2016 – Feb 2017 | Brazil

Led digital strategy and product design for a socio-emotional education platform founded by psychologist Augusto Cury.

- Defined tech stack, feature requirements, and information architecture with developers and stakeholders.
- Created wireframes, interactive prototypes, and style guides; validated decisions through user testing with students and educators.

Popcorn Studio

Web Designer

May 2015 – Sep 2016 | Brazil

Delivered product design for diverse Brazilian clients, including Algar Telecom and Twitter partnerships.

- Designed Minijob, a gamified task-management platform for parents and children, and Luckro, a B2B financial-management app with complex data visualization.
- Led user journey mapping and information architecture, collaborating with engineering to ensure feasibility.

Saraiva

Digital Marketing Analyst

Mar 2010 – Jul 2014 | Brazil

- Developed e-learning platforms at the emergence of digital education in Brazil, and designed e-commerce and educational-content interfaces.

Nexo Comunicação

Marketing Intern

Sep 2008 – Mar 2010 | Brazil

- Supported creative design across print, outdoor, and digital campaigns, including brand identities and corporate communications.

SKILLS

Leadership: Design Strategy, Roadmap Definition, Cross-functional Facilitation, Stakeholder Alignment, Mentoring

Product Design: User Research, Wireframing, High-Fidelity Prototyping, Design Systems, Developer Handoff

Specialized UX: Data Visualization, Information Architecture, Usability Testing, Accessibility (WCAG 2.1)

Marketing & Content: Brand Strategy, Content Strategy, SEO, Newsletter Strategy, Social Media Strategy, Market & Competitive Research

AI & Tech: Designing for AI Products, Prompt Engineering, Generative AI Tools, HTML/CSS/JS, OKLCH Design Tokens (ChatGPT, Claude Code/Design, Gemini, Midjourney, Magnific, Adobe Firefly, Figma Make)

Tools: Figma | Adobe Creative Suite (Photoshop, Illustrator, Premiere) | Miro | Jira | Trello | Azure | Hotjar | Google Analytics | UserTesting

EDUCATION & CERTIFICATIONS

UX Leader: Essential Skills for Any UX Practitioner, Nielsen Norman Group (NN/g) | 2026

Executive MBA, Marketing and Communication Management | ESPG, 2021

Postgraduate Degree, Graphic Design | Senac, 2013

Bachelor's Degree, Advertising | Moura Lacerda, 2011

LANGUAGES

Portuguese (Native), English (Fluent), Spanish (Fluent)