



Felix Benito



Resume

Product designer / UX UI designer

35 years old and 18 as a designer – Located in Ribeirão Preto / SP – Brazil

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Portfolio: <http://felixbenito.com/>

Intro

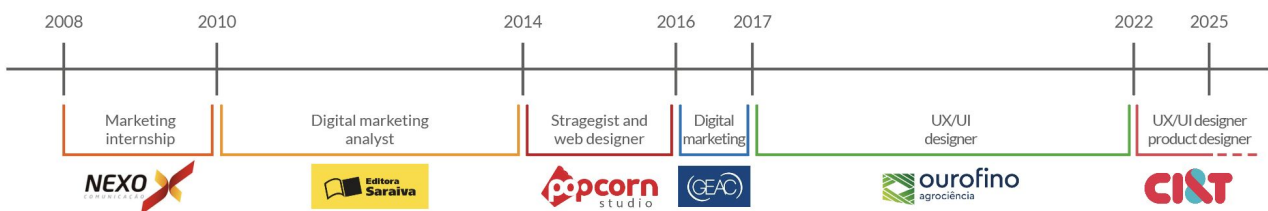
Product Designer with 18 years of experience in solving business challenges through innovative design, strategy, and the integration of AI.

Skilled in utilizing AI to refine user flows, generate design ideas, facilitate brainstorming, and ensure accurate component labeling in UI.

A proven leader in conducting workshops, design sprints, and prototyping, with a focus on aligning business goals with user needs.

Strong foundation in art and advertising enables a creative and holistic approach to problem-solving, backed by data-driven insights.

Experience



• CI&T – 2022 to present

Senior Product designer - UX/UI designer (performance in EMEA/LATAM)

Lead design workshops for international clients in EMEA and LATAM, driving product strategy and innovation through AI-enhanced design processes.

Coca-Cola (Latam): Utilized AI to optimize the user journey for web applications and chatbots, analyzing user behavior patterns and automating decision-making in the buying and selling process. By incorporating AI-driven insights, reduced user friction and increased

transaction. The AI also helped generate design inspiration and refine UI components to ensure consistent branding and functionality across platforms.

Kraft Heinz (France and Brazil): Integrated AI tools to analyze sales data and forecast trends, creating a dynamic Sales Tech Ecosystem that improved stakeholder decision-making. AI-driven data visualization and predictive analytics helped streamline the sell-in, execution, and sell-out processes, enhancing the system's usability and making it more intuitive for stakeholders to extract actionable insights.

RHI Magnesita (Austria and Brazil): Employed AI algorithms to refine the automation process in the SaaS software for slag control in steel production. AI was instrumental in improving user flows, suggesting optimal adjustments, and streamlining the user interface for faster, more accurate slag management recommendations.

Applied AI tools during brainstorming sessions to assist with generating innovative ideas and refining prototypes, enhancing design efficiency and speeding up the development process for new features.

Leveraged AI to analyze user feedback and metrics through platforms like Google Analytics and Hotjar, enabling real-time adjustments and continuous design improvements.

• Ourofino Agrociência – 2017 to 2022

Mid-level UX/UI designer

I was responsible for enhancing the user experience in digital products tailored to the Brazilian agricultural sector. Collaborating closely with the marketing, sales, and research teams, we launched the **Reimagined Products** —a strategic initiative by Ourofino Agrociência to introduce innovative formulations, boost brand value, and increase market share.

To differentiate the sales process and penetrate new markets, I developed a comprehensive strategy. This involved competitor analysis, conducting user interviews with agronomists, and researching agricultural time-to-market dynamics.

I also mapped user journeys and created a detailed roadmap for the development of a new sales platform. Additionally, I designed the project's branding, built the design system, and developed prototypes, which were tested and refined based on user feedback obtained through interviews.

• Grupo Educacional Augusto Cury – 2016 to 2017

Digital marketing analyst

Augusto Cury, a renowned Brazilian writer and psychologist, founded a school specializing in socio-emotional education. I was responsible for developing the digital strategy and solutions for the school's educational platform. Collaborating with developers, sales teams, and managers, we defined the technology stack, functionalities, information architecture, and wireframes for the project.

I then created the prototype, developed the style guide to ensure design consistency, and conducted user testing to evaluate the platform's effectiveness. This process allowed us to refine the user experience and ensure the platform aligned with both educational goals and user needs.

• Popcorn Studio – 2014 to 2016

Web designer

As the web designer at the studio, I developed digital products for clients in Brazil (Cory, Icekiss, MiniJob, Luckro, Algar Telecom), Argentina (Twitter), and the U.S. (Twitter, Johnson & Johnson). I contributed to the strategy, roadmap, user journeys, site mapping, information architecture, and prototyping. I designed two key applications: **MiniJob**, a gamified platform for parents and children to manage daily tasks, and **Luckro**, a B2B app for administrative and financial management.

• Saraiva – 2010 to 2014

Digital marketing analyst

At Saraiva, a leading Brazilian bookstore and publisher, I developed e-learning platforms to engage students and teachers at the onset of digital education, the company's branding, digital marketing campaigns, and website design to promote and sell products and services.

• Nexo Comunicação – 2008 to 2010

Marketing Internship

In my first role at a Brazilian agency, I worked with clients on marketing across traditional and digital media. I developed designs and concepts for ads in newspapers, magazines, and outdoor displays, while also creating logos, posters, catalogs, and corporate communications.

Education

- **Product design** – Alura – 2023
- **UX design** – Google – 2022
- **Executive MBA** Integrated Marketing and Communication Management – ESPG – 2021
- **Postgraduate** degree in graphic design – Senac – 2013
- **Graduated** in Publicity and Advertising – Moura Lacerda – 2011
- **Art school** – Kinder – 1997 to 2008

Languages

Portuguese (native) – English (fluent) – Spanish (intermediate) – French (beginner)

Skills

Strategy and planning

OKRs

Branding

Research

Prototyping

Usability test

Roadmap definitions

Design system

Workshop facilitation

Tools

Figma

Invision

Trello

Adobe Creative Cloud

Whimsical

Hotjar

Wordpress

Azure

Google Analytics

Miro

Jira