

FELIX BENITO

Design Lead

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PROFESSIONAL SUMMARY

Strategic Design Lead with 18 years of experience building digital products for **global brands** including Audi, Coca-Cola, and Kraft Heinz.

Expert in translating complex data and **AI-driven** insights into intuitive, user-centered solutions for **B2B, B2C, and SaaS platforms**.

Proven leader in establishing scalable design systems, driving product strategy, and managing cross-functional collaboration to deliver measurable business impact.

PROFESSIONAL EXPERIENCE

Pharosgraph | Design Lead

2026 – Present | Remote

- **End-to-End Product Ownership:** Own the complete design lifecycle of the Pharosgraph product experience, creating everything from initial wireframes to high-fidelity prototypes.
- **Data Visualization & Dashboards:** Lead the design of data-rich dashboards and complex analysis tools, translating sophisticated AI features into intuitive user interfaces.
- **Design Systems & Standards:** Establish and maintain the foundational design system, including components, tokens, and patterns, ensuring accessibility (WCAG 2.1 AA) and responsive layouts.
- **UX Research & Strategy:** Conduct deep user research and journey mapping to identify pain points and define information architecture for new product areas.
- **Cross-functional Leadership:** Partner with frontend developers for pixel-perfect implementation and contribute to high-level product strategy, sprint planning, and prioritization.

CI&T | Senior Product Designer

2022 – 2025 | Remote - International Projects

- **Audi (USA & Canada):** Led the UX/UI redesign of the My Audi mobile app, specifically optimizing EV charging station discovery and user onboarding flows.
- **Coca-Cola (LATAM):** Integrated AI-driven insights and generative AI tools to optimize B2B buying journeys and chatbot interfaces across five countries.
- **Kraft Heinz (France & Brazil):** Designed a Sales Tech Ecosystem featuring AI-powered predictive analytics and intuitive dashboards for sales forecasting.
- **RHI Magnesita (Austria & Brazil):** Redesigned a SaaS platform for steel production automation, streamlining complex user flows for real-time monitoring.

Ourofino Agrociência | Mid-Level UX/UI Designer

2017 - 2022 | Ribeirão Preto, Brazil

Owned end-to-end product design for digital solutions serving the Brazilian agricultural sector. Led design strategy for the Reimagined Products initiative to increase market share and brand value.

- Conducted comprehensive user research including competitor analysis, agronomist interviews, and market dynamics assessment to inform product strategy
- Created user journey maps and product roadmaps for new e-commerce sales platform targeting agricultural professionals
- Designed complete branding system, design system, and interactive prototypes for multi-platform digital experience
- Led usability testing sessions and iterative design improvements based on user feedback
- Collaborated with marketing, sales, and R&D teams to align product features with business objectives

Grupo Educacional Augusto Cury | Digital Marketing Analyst

2016 - 2017 | Brazil

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

- Defined technology stack, feature requirements, and information architecture in collaboration with developers and stakeholders
- Created wireframes, interactive prototypes, and comprehensive style guides for educational platform
- Conducted user testing with students and educators to validate design decisions and improve learning outcomes
- Developed responsive web design ensuring accessibility across devices

Popcorn Studio | Web Designer

2014 - 2016 | Brazil

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

- Led product strategy, user journey mapping, and information architecture for client projects
- Designed MiniJob: gamified task management platform for parents and children with engaging UI and reward systems
- Created Luckro: B2B administrative and financial management application with complex data visualization
- Collaborated with development teams to ensure design feasibility and optimal user experience

Saraiva | Digital Marketing Analyst

2010 - 2014 | Brazil

Designed digital products and marketing campaigns for leading Brazilian bookstore and publishing company.

- Developed e-learning platforms for students and teachers at the emergence of digital education in Brazil
- Created marketing campaigns, website designs, and promotional materials to drive product sales
- Designed user interfaces for e-commerce platform and educational content delivery systems

Nexo Comunicação | Marketing Intern

2008 - 2010 | Brazil

Supported creative design across traditional and digital marketing channels for agency clients.

- Created advertising concepts for print, outdoor, and digital media campaigns
- Designed brand identities, promotional materials, catalogs, and corporate communications

CORE SKILLS

Leadership: Product Strategy | Roadmap Definition | Workshop Facilitation | Mentoring

Product Design: User Research | Wireframing | High-Fidelity Prototyping | Design Systems

Specialized UX: Data Visualization | Information Architecture | Usability Testing | Accessibility guidelines from WCAG 2.1

AI & Tech: Prompt Engineering | Generative AI Tools | HTML/CSS/JS

Tools: Figma | Adobe Creative Suite | Miro | Jira | Hotjar

EDUCATION & LANGUAGES

Executive MBA: Marketing and Communication Management | ESPG | 2021

Postgraduate Degree: Graphic Design | Senac | 2013

Bachelor's Degree: Publicity and Advertising | Moura Lacerda | 2011

Continuous Learning: UX/UI Design | Product Strategy | Data | AI Integration

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

ADDITIONAL SKILLS

Illustration | Workshop Facilitation | Cross-cultural Collaboration | Remote Team Leadership | Client Presentation | Design Critiques | Mentoring Junior Designers