

# FELIX BENITO

## Design Lead

Ribeirão Preto, São Paulo, Brazil

contact@felixbenito.com | +55 16 993600101

LinkedIn: [linkedin.com/in/felix-benito](https://www.linkedin.com/in/felix-benito) | Portfolio: [felixbenito.com](https://felixbenito.com)

## PROFESSIONAL SUMMARY

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

**Currently leading** end-to-end product design for **PharosGraph**, a political intelligence SaaS platform: establishing its design system, shaping UX strategy for AI-driven data products (GovScape, RaceScape, IssueScape, PolicyScape), and driving the company's brand and web presence.

**Expert in translating complex data and AI-driven insights** into intuitive, user-centered solutions for B2B and SaaS platforms. Proven leader in scalable design systems, cross-functional collaboration, and measurable business impact.

## PROFESSIONAL EXPERIENCE

### PharosGraph | Design Lead

2026 – Present | Remote

- Own the complete design lifecycle across PharosGraph's product suite, from initial wireframes and lo-fi prototypes to high-fidelity Figma deliverables and developer handoff, spanning five distinct platform products. End-to-End Product Ownership;
- Built and maintain PharosGraph's foundational design system, including component libraries, semantic color tokens (Light/Dark mode via Figma variable modes), BMAD naming conventions, and a graph color palette, ensuring consistency and scalability across all products. Design System Architecture;
- Led the UX design of GovScape's core screens: Bills Directory, Bill Detail, PolicyScape Map, and Legislator Profile — including a segmented map granularity control (State, CBG, Congressional District, State District) with

tailored UX patterns per view. Delivered full BMAD layer naming and developer handoff documentation for React implementation. GovScape;

- Designed data-rich dashboards and analytics interfaces, including a Momentum indicator system (Dormant to Surging) for legislative bill tracking, translating sophisticated AI features into intuitive, actionable UIs for political professionals. Data Visualization & Dashboards;
- Led PharosGraph's brand strategy from the ground up: logo refinement, Voice and Tone framework, Master Brand Handbook, color palette, typography standards, and a centralized Google Drive asset library. Produced go-to-market One Pagers for Audience Builder and IssueScape, including competitive comparison tables and anonymized case studies. Brand & Marketing;
- Leading a full website redesign, defining information architecture, content strategy, and lo-fi HTML/CSS prototypes for the homepage and solutions pages. Established nav structure, outcome-driven content principles, and a hero video script aligned to the new brand positioning. Website Redesign;
- Conducted a PostHog analytics audit uncovering a critical data tracking gap, and delivered branded GovScape PDF report templates using Python/ReportLab with full PharosGraph visual standards. Analytics & Reporting.

## 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