



Design Lead  
Portfolio 2026

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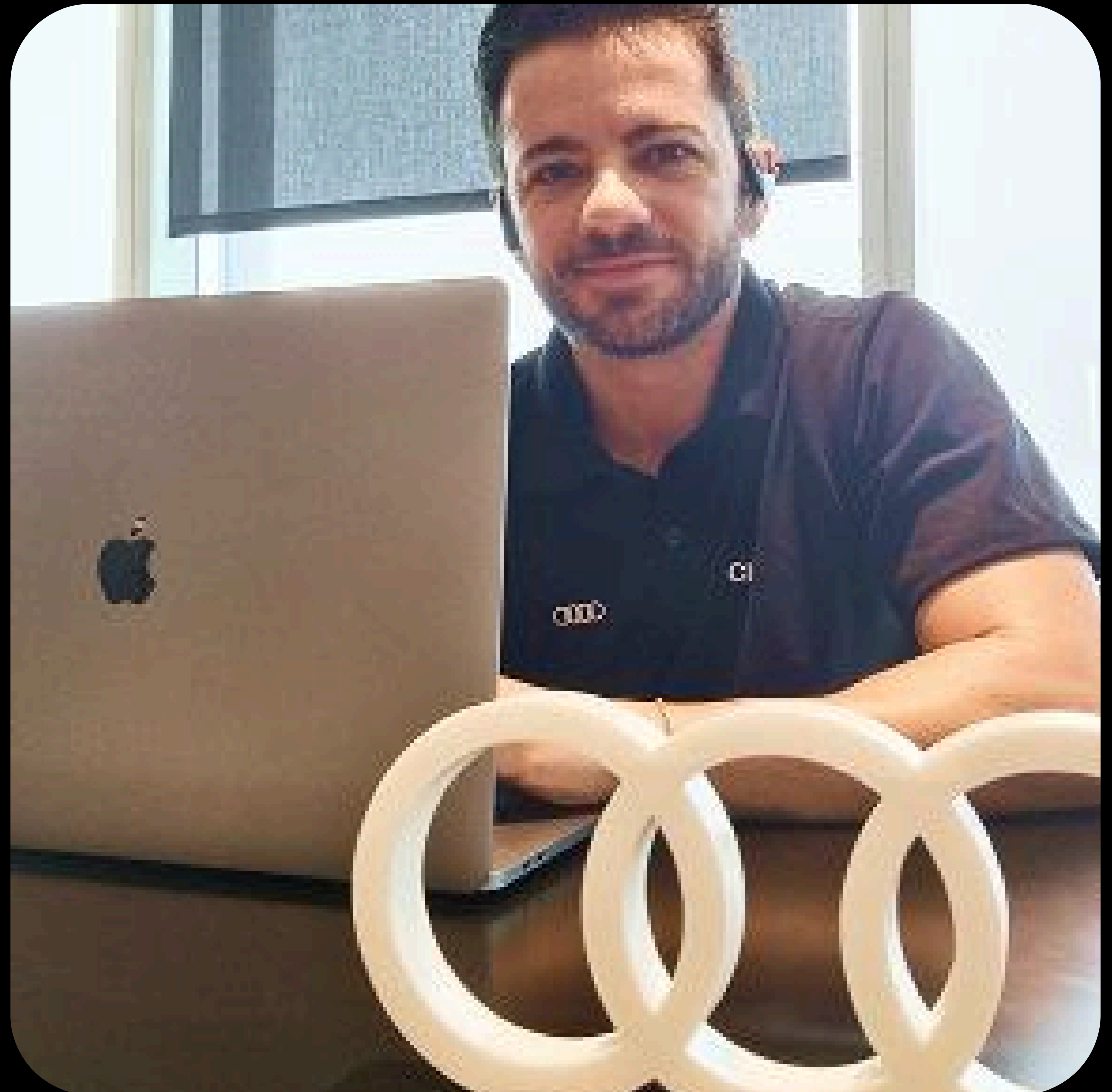
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**Hello! I am Felix,** 🙋

**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.



# High fidelity prototyping and responsiveness

## The Challenge

11.2% engagement rate for service scheduling, users abandoning the flow due to complexity and poor visibility.

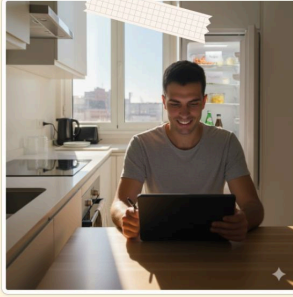
## My Role

Led discovery, user testing, and prototyping. Created high-fidelity designs aligned with Audi's Alpha design system.



Client: Audi (USA / Canada)

# Strategic insights: Personas & user stories



## Pedro

*The Financial Manager*

- 24 years old
- Junior Data Analyst
- To find a quiet and stable room for medium-term living (4-12 months) with the lowest financial
- Need: Financial Reliability
- Day Person (Sleeps by 11 PM). Cleanliness Level 5 (Impeccable). Receives visitors very rarely.

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### Bio

**Housing Goals**

- Ensure all bills are paid on the 1st of the month.
- Have a quiet and clean home office environment.
- Avoid discussions about money or cleaning chores at all costs.

**Pain Points**

- Late Payments: Cannot stand having to chase a flatmate for money.
- Disorganization: Clutter in common areas stresses and distracts him.
- Noisy Environment: Schedule conflicts with "Night Owls" are unacceptable.

**How the App Must Serve Pedro**

- Essential Requirement: Needs a "Verified Financial History" badge or high score from previous reviews.
- UI/UX: Requires strict filters for Cleanliness Score (5/5) and Daytime Routine.
- Communication (Q10): Values the "Addresses Conflicts Immediately" tag and wants to see a list of house rules before matching.

### Personality

Introvert ————— Extrovert

Analytical ————— Creative

Busy ————— Time rich

Messy ————— Organized

Independent ————— Team player

Passive ————— Active

Safe ————— Risky

## Setting the problem

By the user of the personas, I can create the right problem to solve and bring the best solutions in user stories

...y and adherence to established rules, so I can avoid conflicts.

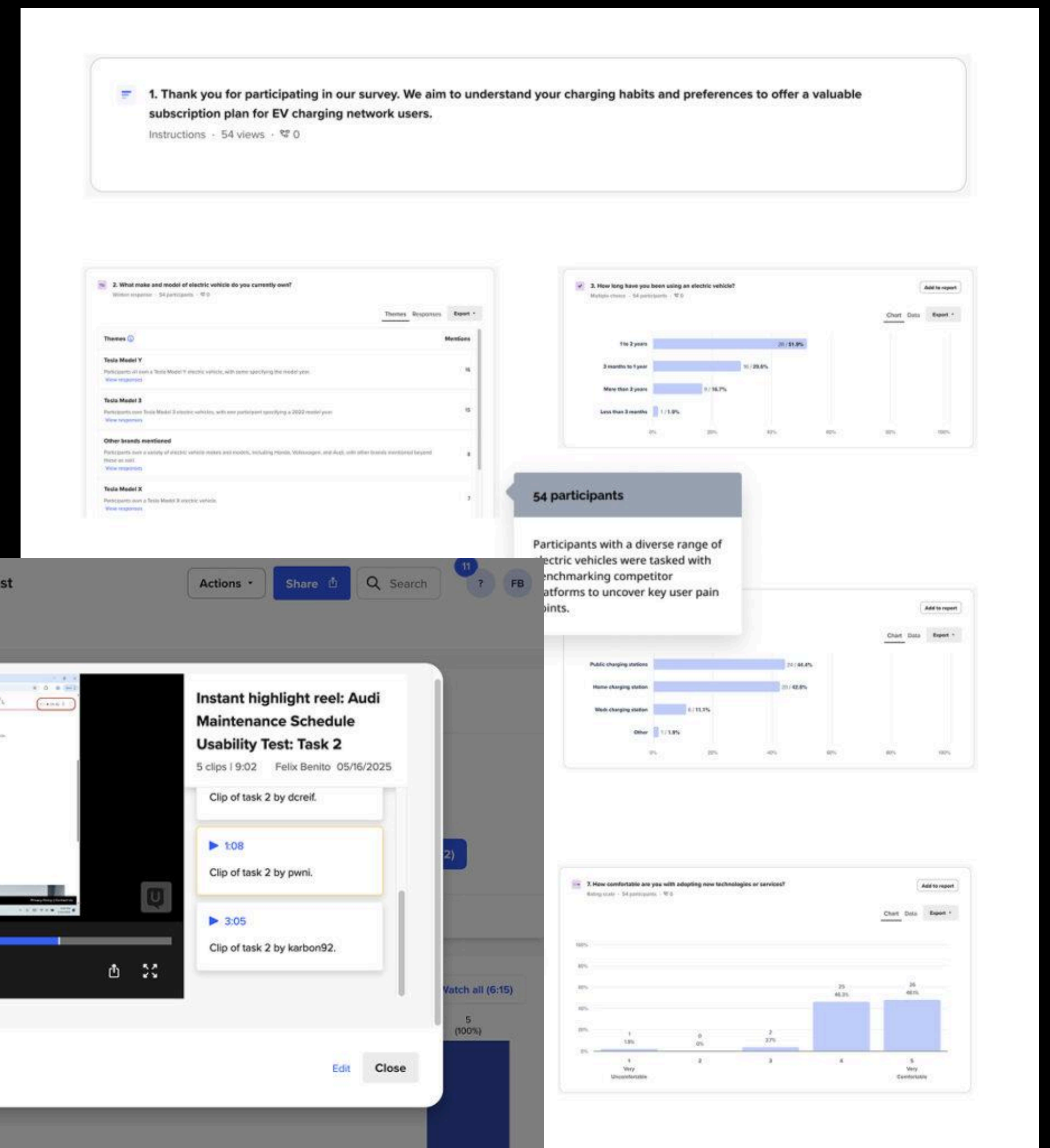
that I	Features	Priority
only see flatmates who have verified income or a good payment history.	Verified Badges, Strict Filtering	High
User Story 2	Features	Priority
As Pedro, I want the app to display the flatmate's declared daily routine (e.g., bedtime 11 PM) so that I can ensure their schedule aligns with my need for a quiet environment.	Prominent Routine Tag	High
User Story 3	Features	Features
As Pedro, I want the app to suggest a structured communication method (in-app reminder/template) for resolving issues so that I can address conflicts immediately and respectfully, without shouting.	Conflict Mediator Templates	Medium
User Story 3	Features	Features
As Pedro, I want the app to suggest a structured communication method (in-app reminder/template) for resolving issues so that I can address conflicts immediately and respectfully, without shouting.	Conflict Mediator Templates	Medium

Client: Perfect Roomies (LATAM)

# Discovery: understanding user pain points

## User Research Insights

Applying survey and user testing in order to discovery pain points and improvements



Client: Audi (USA / Canada)

# Design process: from sketches to high fidelity

## Rapid ideation

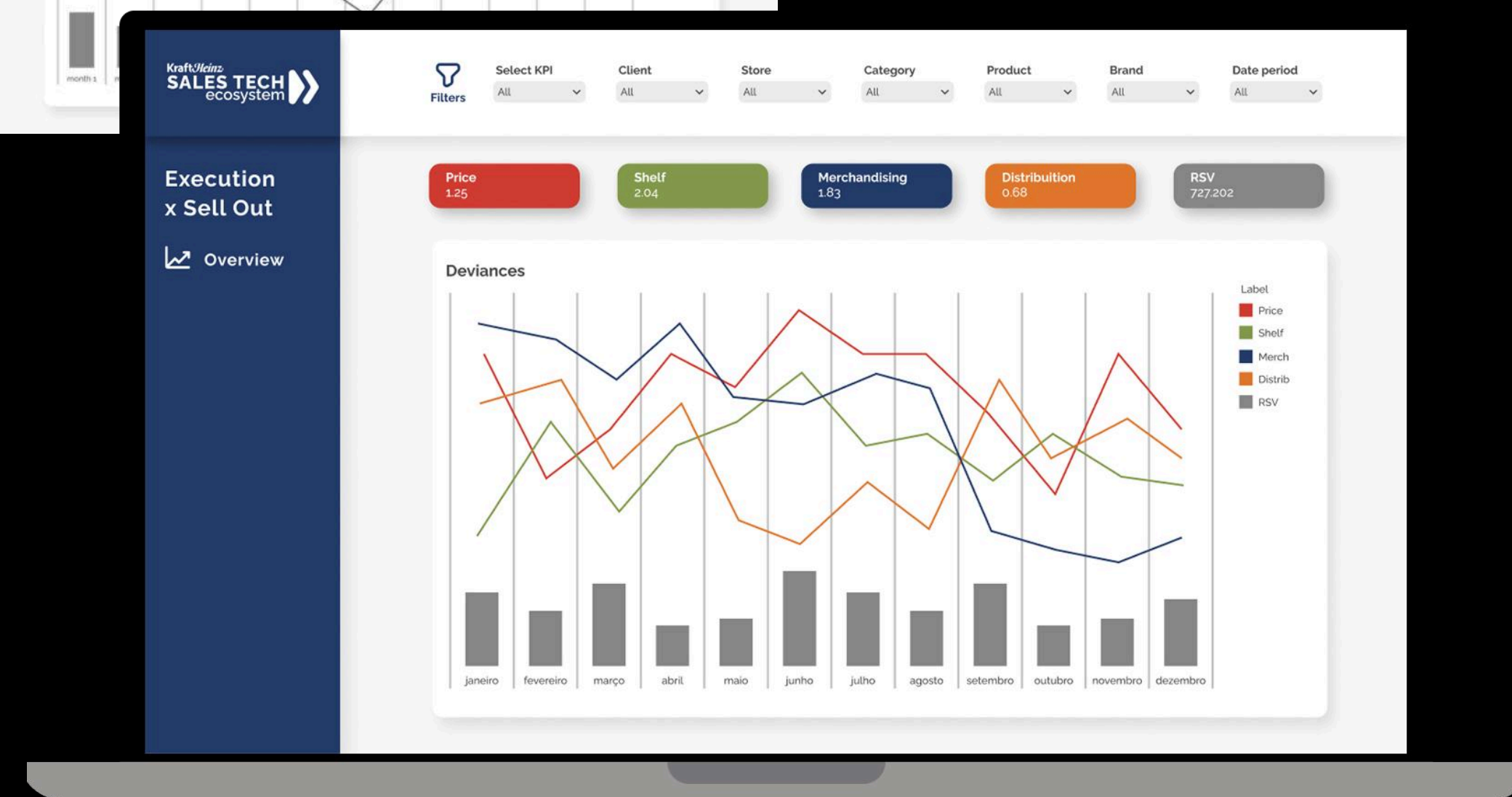
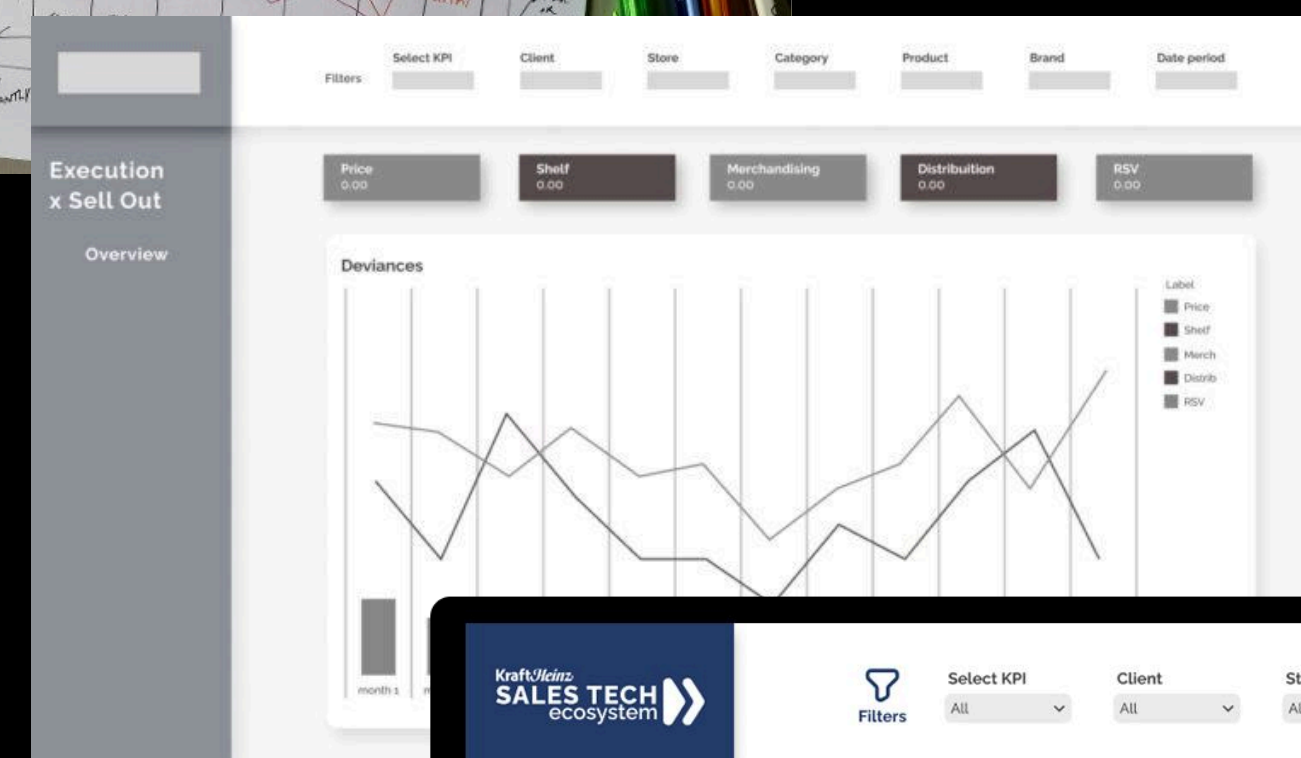
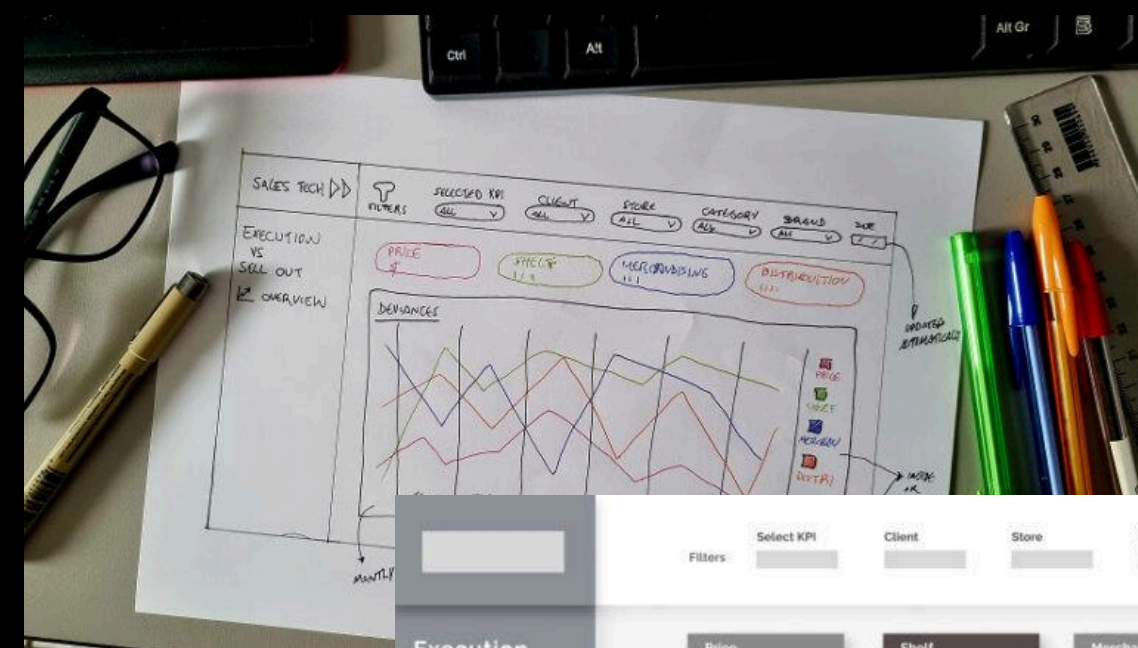
through hand sketches based on research findings

## AI-assisted refinement

using Figma Make for quick visual iterations

## High-fidelity prototypes

aligned with the design system



Client: Kraft Heinz (France)

# Design system: building scalable foundations

## Design Tokens

develop the concepts and basic styles

## Components

setting all components, ways of using and examples

## Documentation

Usage guidelines, accessibility standards, responsive patterns

## Text inputs

Text inputs are fields to input an answer or a name in accordance with the specification of the action that is necessary to continue a task in a system.

### Sizes

#### Mobile

Title  
Type an answer | 42  
(Message) 34

#### Tablet

Title  
Type an answer | 48  
(Message) 36

#### Desktop

Title  
Type an answer | 56  
(Message) 46

### States

#### Mandatory field

Title  
Type an answer  
\* (Message)

#### Positive

Title  
Type an answer  
✔ (Message)

#### Mandatory field

Title  
Type an answer  
ⓘ (Message)

The mandatory message is shown when a field is necessary to be complete in order to continue in the system.

The positive message is shown when the user writes a right message in the form such as a valid email address.

The negative message is shown when the user writes a wrong message in the form and it needs to be fixed before continuing in the system.

# Data analysis - insights that drive design decisions

## User research

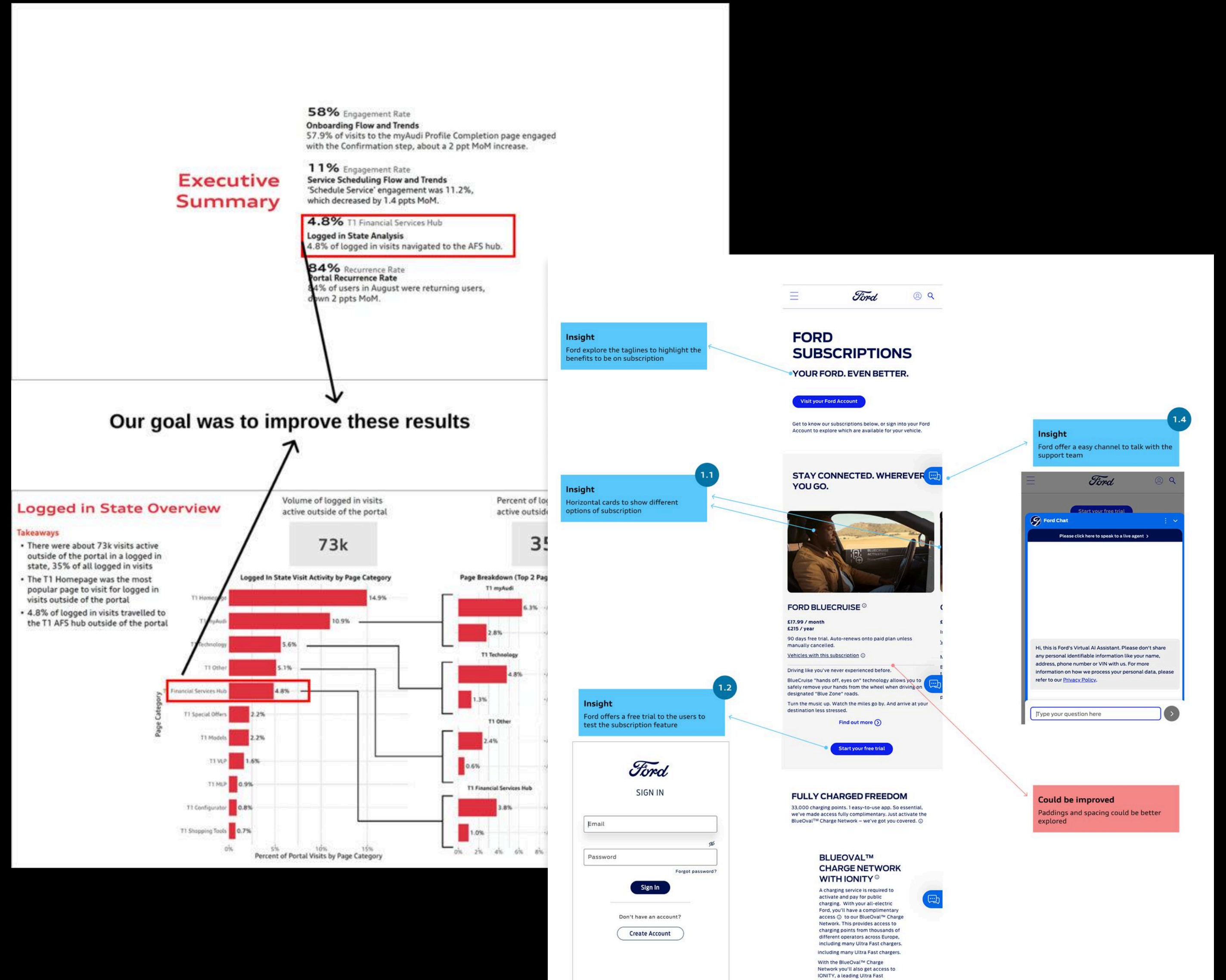
Data-driven personas from behavioral insights, surveys

## Performance metrics

Interpretation and recommendations, heuristic analysis

## Competitive analysis

Gap analysis and opportunities



Client: Audi (USA / Canada)

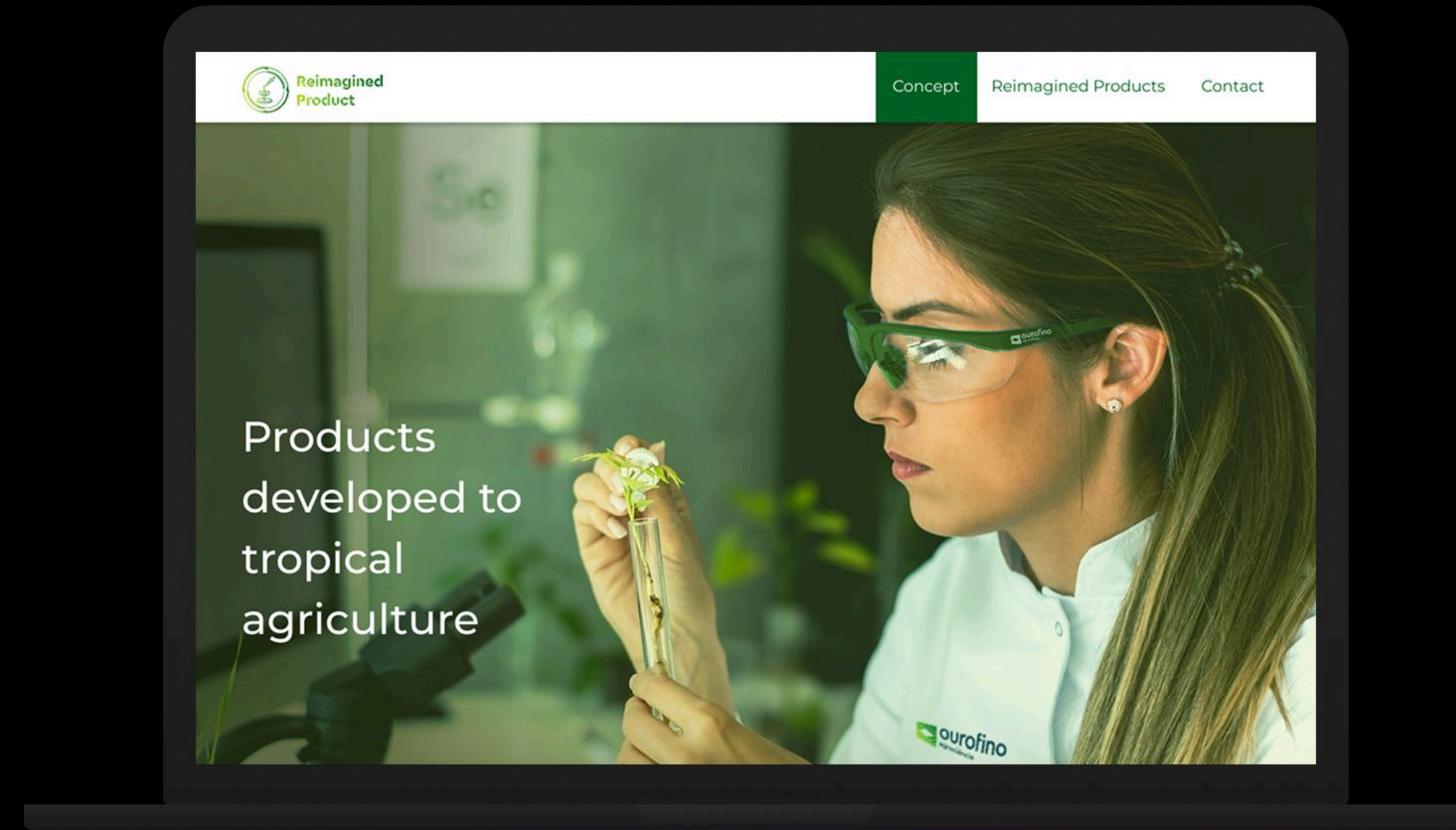
# Web Design: crafting digital experiences

## Landing pages

conversion approach

## Websites

exploring storytelling, E-commerces standards



**Reimagined Product**  
Developed for Brazilian agriculture



The new era of **Ourofino Agrociência** aims to reimagine Brazilian agriculture and innovation, one of the pillars of the new strategic positioning, aims to develop new products and solutions based on the needs and characteristics of tropical agriculture.

To facilitate the identification of the line of products that bring differentials designed for Brazilian agriculture, we developed the **"Reimagined Product"** seal, which endorses all investment in research and development.

**Why do we reimagine?**

Companies develop their products for the global market, with global formulations. The research centers are located in the Northern Hemisphere, where the climatic characteristics are different from those of tropical agriculture:



Client: Ourofino Agrociência (Brazil)

# Email marketing: strategic design for conversion

## Open rate optimization

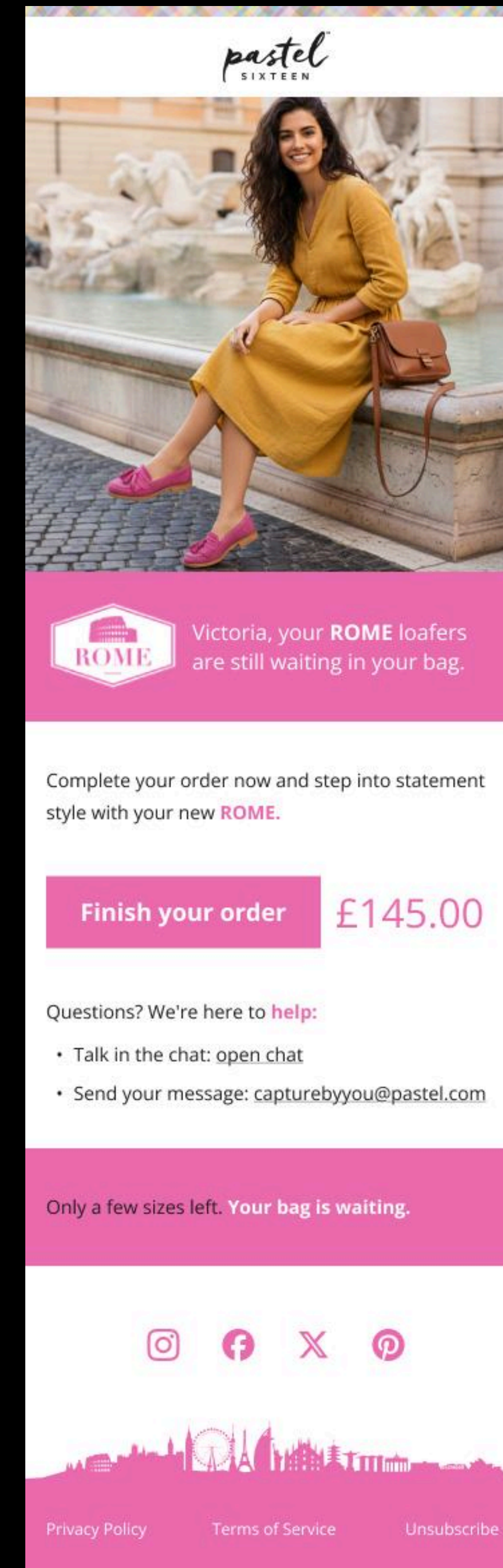
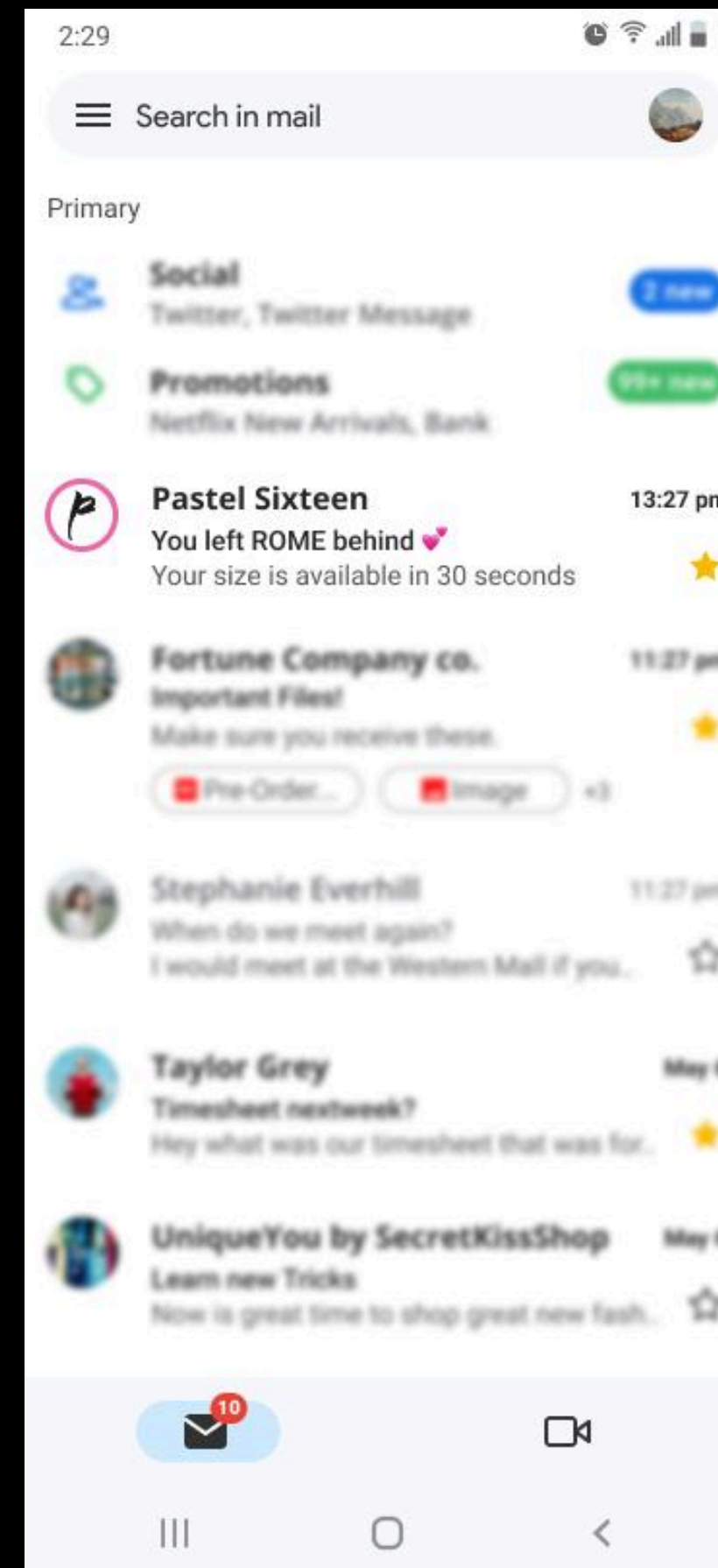
A/B testing, mental triggers, UX writing

## Engagement Strategy

Personalized content, visual hierarchy, clear CTAs

## Conversion focused

Strategic placement, mobile-first design, landing page alignment



Client: Pastel Sixteen (UK)

# Branding

## Identify the market

by research and expertise

## Bring the concepts to life

explore a possibilities of concepts like positioning, archetypes and brand map

## Creating the materials

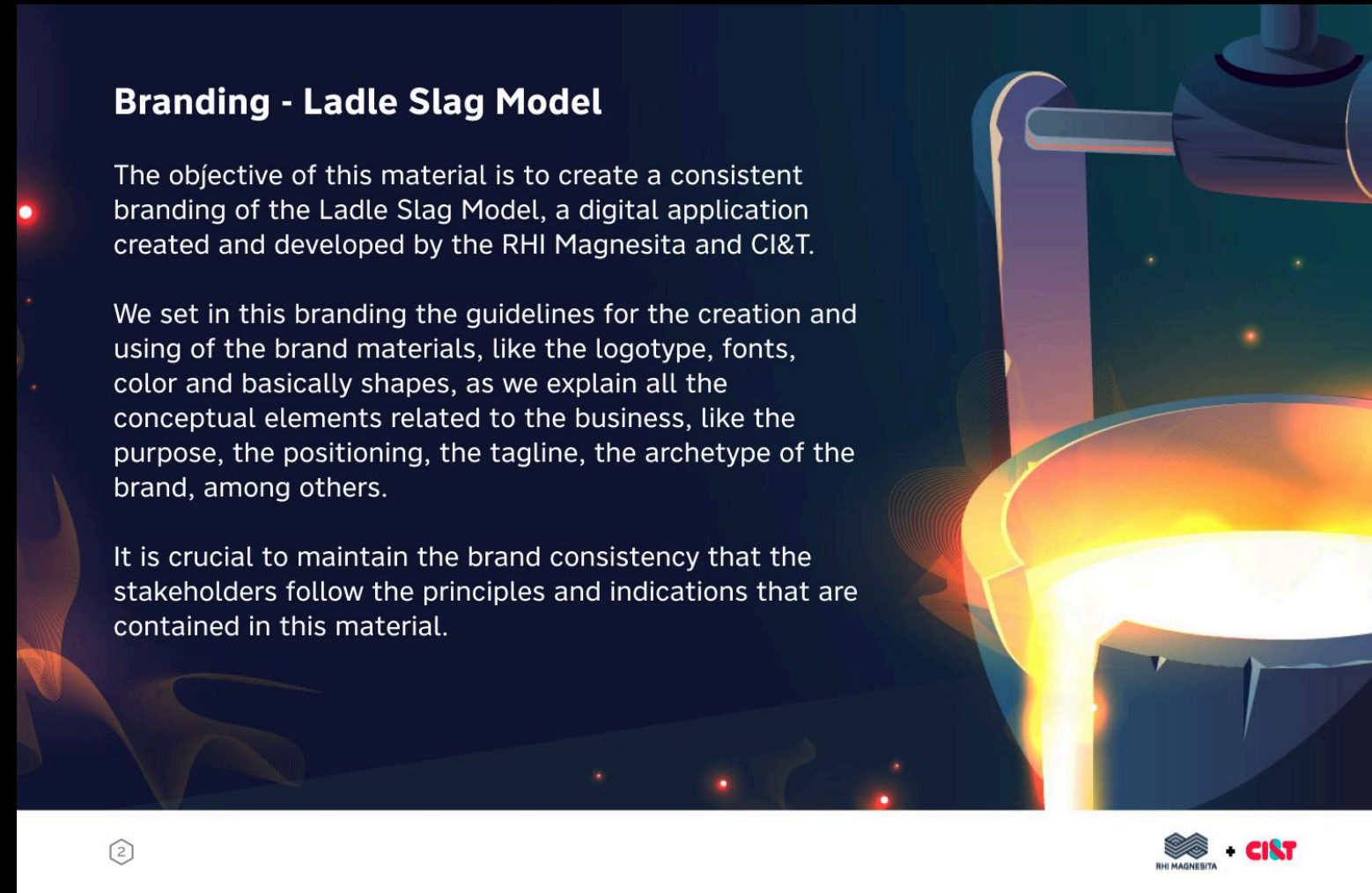
developing the logotype, brand guidelines and complementary deliveries

### Branding - Ladle Slag Model

The objective of this material is to create a consistent branding of the Ladle Slag Model, a digital application created and developed by the RHI Magnesita and CI&T.

We set in this branding the guidelines for the creation and using of the brand materials, like the logotype, fonts, color and basically shapes, as we explain all the conceptual elements related to the business, like the purpose, the positioning, the tagline, the archetype of the brand, among others.

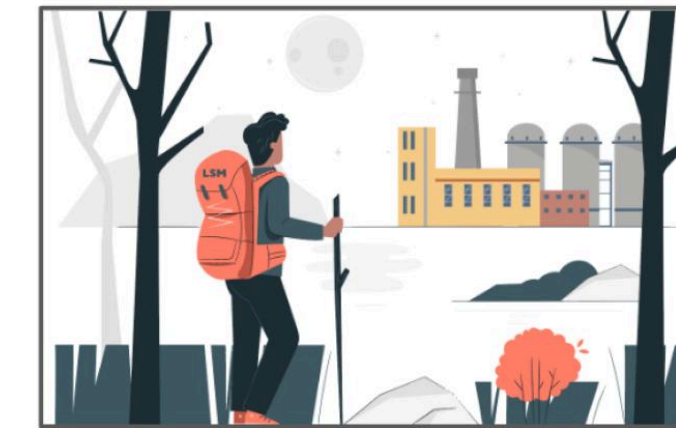
It is crucial to maintain the brand consistency that the stakeholders follow the principles and indications that are contained in this material.



### Archetype

Is fundamentally a stereotypical character derived from human experience, representing your brand via human character traits. It is akin to anthropomorphising a brand and it is the brand personality that an audience relates to and interacts with.

#### The performance optimizer



We seek the most complete and valuable information to optimize the results of our stakeholders and show the best path to follow, in a simplified and fast way.

**Desire:** Collect, transform and share the best info

**Goal:** Helping others to find the path

**Strategy:** Seek and share information optimized

**Brand Message:** "The info will give best results"

**Traits:** Wisdom, Intelligence, Expertise, Information, Influence

**Fears:** Lies, Misinformation, Ignorance, Inaccuracy, Stupidity

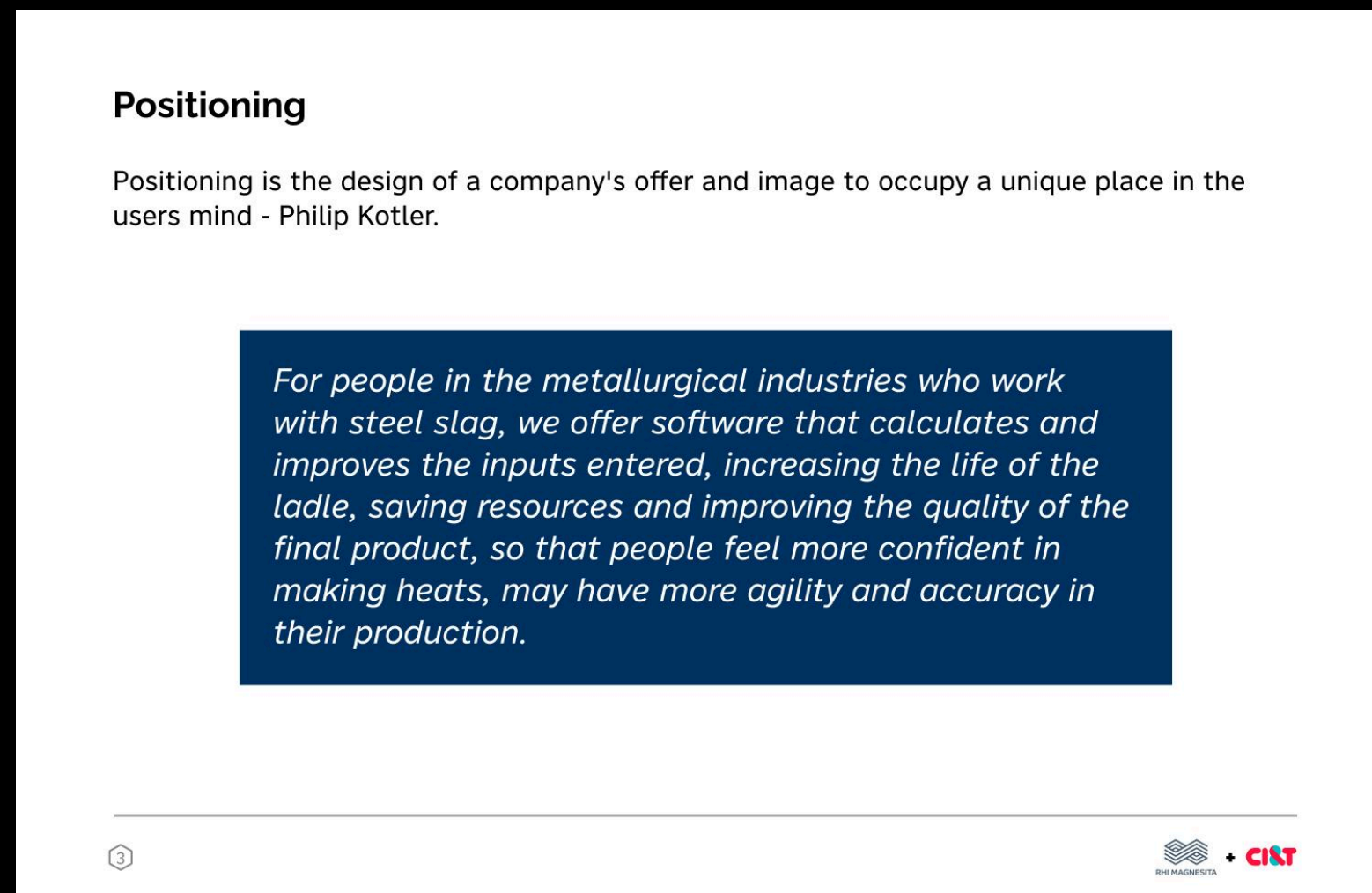
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RHI MAGNESITA + CI&T

### Positioning

Positioning is the design of a company's offer and image to occupy a unique place in the users mind - Philip Kotler.

*For people in the metallurgical industries who work with steel slag, we offer software that calculates and improves the inputs entered, increasing the life of the ladle, saving resources and improving the quality of the final product, so that people feel more confident in making heats, may have more agility and accuracy in their production.*



### Logo concept

The concept represents the core business that the Ladle Slag Model attends to, the software improves the ladle in the steel cooking time, optimizing the results and saving energy.

The brand contains the representation of the ladle, the slag in the top and an arrow pointing to the top, showing that the software can increase the results.

We follow the brand guidelines of RHI Magnesita that indicate the font and the hexagon to involve the design.



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RHI MAGNESITA + CI&T

Client: RHI Magnesita (Austria)

# Illustration: visual storytelling & communication



## Digital & Handmade Illustrations

Infographics, icons, personalized content

Client: Twitter (AR)

# Let's Create Together 🤝

From discovery to delivery, I'm committed to creating experiences that work.



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