

RENAN SANTOS DA SILVA

Product Designer | AI-First UX/UI Specialist

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Porto Alegre, Brazil

Product Designer with solid experience in high-complexity B2B products across fintech, agribusiness, and tax/accounting domains. Skilled at translating complex business rules into intuitive interfaces and bridging the gap between Engineering, UX, and Business. Operates with an AI-First approach (Figma Make, Claude), leveraging artificial intelligence to streamline user research, automate workflows, craft microcopy, and rapidly prototype high-value solutions.

PROFESSIONAL EXPERIENCE

UX/UI Design Specialist — Aegro

Jan 2026 – Jul 2026

Led the product design strategy across Aegro's farm management platform, focusing on simplifying daily operational workflows for agricultural producers by turning complex financial and operational data into clear, accessible interfaces. Conducted continuous discovery (qualitative/quantitative research, journey mapping, field interviews, usability testing) and designed information architecture, user flows, and high-fidelity prototypes for web and mobile. Managed Design System governance and collaborated with agile engineering teams to foster a user-centered culture.

Product Designer — Thomson Reuters

Nov 2022 – Jan 2026

Worked within the Domínio product ecosystem, the benchmark solution for accounting firms. Acquired deep domain expertise in accounting workflows, tax obligations, and daily operational needs. Conducted user research, benchmark analysis, and service blueprinting to streamline tax and accounting processes. Designed interactive prototypes validated with real accountants, and maintained strong autonomy in elevating complex software into a seamless, highly efficient user experience.

UX/UI Designer — TOTVS

Jul 2019 – Oct 2022

Focused on evolving ERP systems for the financial sector, mastering complex workflows in treasury management, reconciliations, and corporate administrative routines. Conducted user research to transform operational friction into intuitive digital solutions. Contributed to and maintained the enterprise Design System ensuring visual scalability and strict WCAG accessibility compliance. Facilitated interactive Design Thinking workshops to align complex business logic with technological and user requirements.

SKILLS & COMPETENCIES

- Information Architecture & Interaction Design
- UX Research & Data Analysis
- Product & Business Strategy
- Design Systems & Accessibility (WCAG)
- Prototyping Tools (Figma, Framer, ProtoPie)
- AI Workflow & Automation (ChatGPT, Midjourney, Claude, AI Plugins)
- Continuous Discovery & Storytelling
- Stakeholder Management & Mentorship

EDUCATION

B.S. in Computer Engineering

Ftec IBGEN Institute

Sep 2017 – Jul 2024

LANGUAGES

English: C1 (Advanced)

Spanish: A2 (Basic / Elementary)

CERTIFICATIONS

- HTTP: Web Fundamentals
- UX: What is User Experience
- Quality Assurance Fundamentals
- Mobile Usability & Experience
- HTML5 & CSS3 Web Development