CRISTIAN SOUZA DA SILVA

Senior UX/Product Design Lead | B2B SaaS & AI Features | Remote Contractor
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SUMMARY

Senior UX/Product Design Lead with 10+ years in UX and product design, including 8 years on complex B2B SaaS and 6+ years as a remote contractor for a US-based design studio serving international clients. I specialize in evolving established, complex products (dense forms, multi-step workflows, and regulated domains such as energy, casino management, and notary services). My strongest value is discovery: turning fragmented, often conflicting input from stakeholders, sales, IT, and operations into a clear, validated direction, then aligning the team around it. I recently designed AI-powered features for mature SaaS products, including user review and approval flows. I'm comfortable leading and mentoring designers while contributing hands-on as a senior IC.

CORE SKILLS

- **Product & UX:** Discovery & problem framing · Qualitative research & usability testing · User journeys & flows · Story & feature mapping · Complex forms & workflows · Prototyping · Design systems (creation, evolution & adoption) · BDD user stories, dev hand-off & design QA
- **AI:** AI feature design (suggestions, data import & smart merge, generated outputs) · User review/edit/accept flows for AI output · AI-assisted design process (research, synthesis, UI reviews, documentation)
- **Leadership:** Design coordination across projects · Mentoring · Stakeholder facilitation & sprint reviews
- **Tools:** Figma (incl. AI features), FigJam, Miro, Confluence, Azure DevOps, Claude Code

EXPERIENCE

Planorama Design, US-based product design studio (remote)
Lead UX Designer | *Jun 2021 – Present*
Senior Product Designer | *May 2020 – May 2021*

- Own end-to-end UX/product design for established B2B SaaS products of international clients, in industries such as energy, casino management, career services, and edtech.
- Lead discovery with clients and stakeholders: structure fragmented input and facilitate collaborative sessions (Miro, FigJam) to validate priorities and whether the right thing is being built, balancing business and user value.
- Designed AI-powered features for mature SaaS products: occupation suggestions from user profiles; CV import that auto-fills profiles, suggests skills, and smart-merges with existing data; full feature maps generated from a text description; and student Q&A over textbook content. Each included user review, edit, and accept flows for AI output.
- Plan and run qualitative research to validate the value of new features and opportunities before building; translate findings into story maps, feature maps, user journeys, flows, and wireframes.
- Build clickable Figma prototypes for early usability testing and to communicate design intent to stakeholders.
- Worked with design systems at every level of maturity: built new ones from scratch, evolved and improved existing ones, and applied established systems across products. On a recent project, used AI to map an existing design system without access to its source files, then used that map as the base for a new version before designing the screens.
- Document approved designs as BDD-style user stories in Confluence and Azure DevOps; present at mid- and end-of-sprint client reviews; hand off each sprint and support development through

design QA.
- Coordinated teams of up to 3 designers on shared projects to ensure conceptual consistency, and mentored designers as the most senior team member.
- Use AI throughout the design process (Claude Code, Figma AI) for research, feature mapping, UI reviews, and user stories.

CareerFoundry, Germany-based online education platform (remote)
UX Design Mentor | May 2021 – Feb 2026

- Mentored dozens of aspiring UX designers, mostly in the US and Canada, through 1:1 guidance, portfolio and design reviews, and career advice.
- Rated 4.8/5 by mentees, among the top-rated mentors on the platform.

Munditouch Design, Curitiba, Brazil
UX Design Consultant (on-demand) | Oct 2018 – Sep 2024
Owner & UX Designer | Apr 2012 – Sep 2018

- Brought UX expertise into the pre-sales process, shaping scope and requirements from the first client conversations.
- Delivered UX/UI for clients in aviation, healthcare, financial services, industry associations, and public health research across Brazil and the US.
- As owner, led a team of 2 designers delivering web and mobile projects end to end for small and mid-sized businesses across a broad range of sectors.

Escriba, SaaS for notary offices, Curitiba, Brazil
Senior UX Designer & Consultant | Sep 2019 – Apr 2020

- Joined the innovation team building the next generation of the company's core SaaS for notary offices, a highly regulated domain.
- Conducted in-person field research in several Brazilian cities alongside the product manager and tech lead.
- Redesigned the look and feel and reworked existing features to improve usability and efficiency, working daily with the software architect, front-end developers, and QA.

CITS – International Center for Software Technology, Curitiba, Brazil
Senior UX/UI Designer | Feb 2019 – Feb 2020

- As the sole designer, turned an internal biosafety-lab tool into a market-ready product for a biomedical research institution.
- Redesigned the product for tablet and stylus use, since lab staff work in full protective equipment including gloves, and reworked features for usability under those constraints.

Integritas Solutions, Austin, TX (remote)
Senior UX Designer | Oct 2018 – Oct 2019

- Part of a ~5-designer team serving a US energy-sector client with a massive, highly complex SaaS product, where changes in one area rippled across many others.
- Worked each feature end to end, from discovery to hand-off, grounding decisions in business goals and user needs; documented designs as user stories and scenarios.

EDUCATION

- Bachelor's Degree in Design, Pontifical Catholic University of Paraná (PUC-PR)
- Postgraduate Degree in Marketing, Federal University of Paraná (UFPR)

LANGUAGES

Portuguese (native) · English (full professional)