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jeffersonalex.medium.com (Blog)
www.jeffersonalex.com.br
(Portfolio)
dribbble.com/jeffersonalex
(Portfolio)

Top Skills

Event Planning

Team Leadership

Jira

Languages

Spanish (Professional Working)

English (Professional Working)

Certifications

UX-PM Level 3

Introdução a Programação Android

Scrum Fundamentals Certified (SFC)

UX Data Driven

Publications

O uso de uma interface
conversacional como ferramenta de
interação em um ERP para indústria
da construção

Product Discovery Framework

Efeito UAU criando chatbots

Jefferson Alex

Product Designer Thinker | Low-code | UX | UI | Leadership | Metrics
| Teacher | UXPM L-3
Florianópolis, Santa Catarina, Brazil

Summary

Head of Product Design & UX with 10+ years driving business
outcomes through user-centered innovation.

Specializing in:
Leading cross-functional teams focused on mentorship and high
performance
Building strategic roadmaps, design systems, and impact metrics
End-to-end Figma workflows, low-code development, and UX/
Engineering integration in agile environments (Scrum/Shape Up)
Training next-gen designers as a UX/Product post-grad professor

Experience

Bravi
Senior Product Designer
February 2025 - Present (6 months)

UniCEUB - Centro Universitário de Brasília
Teacher
April 2024 - Present (1 year 4 months)

I am a postgraduate instructor, teaching the course on Digital Business Models
and Structured Design UX, where I equip students with the knowledge to
design and implement innovative business strategies in the digital realm.

The Developer's Conference
Board Member
January 2025 - Present (7 months)

Technical board member at Product and Design section in The Developer's
Conference 2025

- Help organization to select apply coordinators;

- Discussion about the event;

- Maintain and keep up the conduct code.

TheStarter
UX Design Teacher
May 2023 - Present (2 years 3 months)
Lisbon, Portugal

UX professor course (BR language and timezone UTC -3)

Connectmix
1 year 7 months

Senior Product Designer & Product Culture Lead
December 2023 - January 2025 (1 year 2 months)

Product Culture & Strategic Design Architect at a digital media scale-up, reporting directly to the CEO and Tech Lead. Acted as:

Cultural Transformation Agent: Implemented agile processes (Scrum) and tools (Jira, N8N) that automated 70%+ of executive tracking dashboards, ensuring predictability and data-driven decisions;
Hands-on Product Leader: Conducted end-to-end research (qualitative/quantitative) with 3+ user profiles (radio broadcasters, advertising agencies, advertisers), validating market hypotheses;
Business Impact Strategist: Designed and prototyped a self-service radio campaign broadcasting product with 40%+ revenue projection and reduction in manual labor;
UX Evangelist: Established design review rituals and technical documentation that elevated the organization's product maturity;
CSAT Survey about products, embedding with Formbricks and Tagmanager;
Dashboards low-code with Metabase platform (free software);
OKRs based strategic growth method.

Figma | Jira | N8N | Google Analytics | Scrum ceremonies | Metabase

Senior UX Designer
July 2023 - December 2023 (6 months)
Florianópolis, Santa Catarina, Brazil

Proz
1 year 4 months

Product Design Coordinator
October 2022 - May 2023 (8 months)

Led product design for an educational ERP ecosystem, managing cross-functional teams and driving user-centered transformation:

Redesigned core ERP platform through qualitative/quantitative research, reducing task completion and increasing user satisfaction (CSAT and NPS surveys);
Pioneered design system implementation (MUI based) that standardized components, accelerating feature delivery;
Slashed operational costs (- USD 4k) via low-code solutions and open-source tools (Freescout), directly impacting Help Desk efficiency;
Mentored 6 designers (UX, UI and Service) through career plans (PDIs) and performance reviews, fostering skill development in UX research and prototyping.

ERP UX Design | Design System Leadership | Cost Reduction Strategy | User Research Framework | Agile Product Management

Product Designer Specialist
June 2022 - October 2022 (5 months)

Processes mapping for academic management;

Service design;

Stakeholder interviews;

Research (quantitative and qualitative);

Prototyping and validation (Figma and Useberry);

Analytics and metric tracking (Google Analytics and Tag manager);

Satisfaction survey and usability evaluation project;

Design of the new mobile app.

UX/UI Designer
February 2022 - June 2022 (5 months)

UX/UI cross between ERP and innovation projects.

Prototype low to high fidelity;

User interview;

Validate tests (Useberry);

Collaborate with new app for employability;

User flow and journey;

UX Research.

Teste de Usabilidade

Teste A/B

Design thinking

Design System

Awari
UX/UI Mentor
December 2021 - October 2022 (11 months)

UX Course mentoring

Quantitative and qualitive methods;

UX methodologies, prototype and flow session classes;

Career mentoring;

UI and prototype;

Service design;

User journey map

ília digital
User Experience Lead
December 2021 - June 2022 (7 months)

I led design teams in various projects and contexts, co-creating research roadmaps and work planning in collaboration with project management. Responsible for IDPs (Individual Development Plans), feedback routines, and 1:1s, as well as integration dynamics, team building, and performance metrics.

Roadmap planning for financial and agrobusiness clientes;

Career planning for design team;

Resource people management;

Reposts and follow up projects roadmap;

Service design;

Prototype Figma;

Miro mapping flow;

DIBB and Journey map workshop;

Workshop with stakeholders.

Jüssi
UX Strategy
November 2021 - December 2021 (2 months)

Heuristics analyse project for e-commerce optimization and benchmarking

ZENVIA
Sr. Product Designer and Strategy
February 2021 - October 2021 (9 months)

Assigned to the Zenvia Flow and TotalVoice products, I was responsible for redesigning and developing new features, metrics, and the platform's evolution. I also supported leadership in project monitoring across other

fronts, introducing metrics and automation in UX design routines. I led the metrics initiative between products and contributed to new product projects in collaboration with Service Designers and UX Researchers.

UX research (quali, quanti, B2B);
Platform Analytics Dashboard (Google analytics and Tag manager with Data Studio);
Monitoring and report metrics;
Pair job with PM/PO and GPM;
Ideate, prototype and validate B2B voice, chatbot and automation solutions;
Mentoring and projects planner;
Flow map and journey map;
Figma prototype;
User testing;
Service design;

Clicksign
Senior Product Designer
October 2020 - February 2021 (5 months)

Automate process flow mapping (Automate signature platform);
Heuristics analyse project;
Ideate, prototype and new features documentation;
Pair job with PM in Shape UP agile process;
Figma prototype with Design System;
Service design mapping Miro;
Google Analytics mapping

Softplan
2 years 5 months

Senior Product Designer
January 2019 - October 2020 (1 year 10 months)

Prototype the new ERP (zero to launch) in Figma;
User journey mapping in Miro;
Create an Interface Component library (style guide);
IBM Watson specialist and training technology/product team
Design team management/coordinator;
Metrics, Usability testes and evaluate product (Sienge Go);
User interviews;
UX Research;
Design thinking workshops;

Conducting usability tests;

Double diamond.

Product Designer

June 2018 - January 2019 (8 months)

I was a principal designer to project from zero to launch a ERP for civil construction business.

- Prototype and user tests (Figma and Maze);

- Ux research, user interview and survey;

- Metrics definition and evaluate;

- Style guide and design system components.

Openredu

2 years 5 months

User Experience Lead

March 2018 - May 2019 (1 year 3 months)

Volunteer Lead Experience Designer

UX Designer

November 2017 - March 2018 (5 months)

Social Media Designer

January 2017 - October 2017 (10 months)

Amadeus LMS

UX Designer

August 2016 - December 2017 (1 year 5 months)

Recife, Pernambuco, Brazil

I was a UX/UI designer at LMS platform and build new style guide components, user flow and all the new interface for Amadeus LMS. This is a Public Software (Open Source and Free Software).

Style guide definition (Adobe CC, Illustrator, Photoshop);

Prototype low to high fidelity (Prototype.io and Axure RP);

Design documentation project for developers (handoff).

Interagência Marketing Digital

UX/UI Designer

January 2011 - December 2017 (7 years)

User Interface designer (Axure RP, Adobe Illustrator);

Freelancer UX/UI project (Figma, Lucid, Prototype.io, Axure RP, Illustrator);

Prototype low to high fidelity;

Web designer and responsive sites;

App developer (Cordova.io, JavaScript);

Innovation consultant (SEBRAE);

Freelancer Full Stack developer (PHP, Laravel, Codeigniter, CakePHP, MySQL);

Startup Entregga
Startup Manager
May 2015 - December 2015 (8 months)

Startup de app para entrega/delivery (concorrente do Rappi)

Universidade Federal de Pernambuco
Social Media marketing
September 2013 - November 2015 (2 years 3 months)

Social media at press media and communication UFPE department

Inter Sistemas - Soluções Corporativas
Founder - Developer Full Stack
January 2007 - December 2010 (4 years)
Caruaru, Pernambuco, Brazil

Desenvolvimento de software sob encomenda, freelancer back e front-end
Java, PHP, MySQL, Delphi

Universidade Federal de Pernambuco
Técnico de laboratório/área informática
August 2007 - June 2009 (1 year 11 months)
Caruaru, Pernambuco, Brazil

Atendimento à infraestrutura de redes, informática e suporte.

Neste período ajudei a desenvolver um protótipo/MVC de sistema para gestão de evento

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Education

Universidade do Estado de Santa Catarina
Master's degree, Design · (July 2023)

Universidade Federal de Santa Catarina
Master's degree, Industrial and Product Design · (January 2020 - February 2021)

Descomplica Faculdade Digital

Postgraduate Degree, Product Management · (December 2022)

SENAI/SC - Serviço Nacional de Aprendizagem Industrial

Postgraduate Degree, UX Design · (August 2019 - February 2021)

Estácio

Bachelor of Technology - BTech, Computer Systems Analysis · (July 2018 - April 2019)