

Matheus Sá

Lead Product Designer / Senior Product Designer

Location: Buenos Aires, Argentina | **Phone:** +54 1120499950 | **Email:** mathevssa@gmail.com

LinkedIn: [linkedin.com/in/matheus-sa-almeida](https://www.linkedin.com/in/matheus-sa-almeida) | **Portfolio:** www.knowmatheus.com

SUMMARY

Senior Product Designer with 5+ years of experience in end-to-end UX/UI design for enterprise AI software, B2B SaaS, and HR tech. Led design at Valere — a US-based AI software company — shipping user-centric solutions for enterprise clients and establishing design processes, career frameworks, and cross-functional alignment. Combines strong design craft with product thinking and stakeholder communication across distributed, async-first teams.

SKILLS

- **Design:** Figma, High-fidelity prototyping, Wireframing, User flows, Interaction Design, Visual Design
- **Research & Strategy:** User Research, Usability Testing, Competitive Analysis, Discovery, Problem Framing, Personas
- **Systems:** Design Systems, Component Libraries, Design Handoff, Accessibility (WCAG)
- **Tools & Collaboration:** Cross-functional leadership, Stakeholder management, Async-first remote communication, Notion, Jira, Linear, Confluence
- **AI Integration:** AI-assisted prototyping (Cursor), AI-generated documentation, prompt-driven design workflows — integrating generative AI across the full design process from discovery to high-fidelity prototypes
- **Leadership:** Design team mentoring, Design process structuring, Team productivity uplift, Career framework development

EXPERIENCE

OROZ — Technology for Live Marketing

Head of Product

Feb 2026 – Present

São Paulo, BR · Remote

- Lead product direction and UX design for B2B live marketing solutions — event apps, credentialing systems, lead capture tools, and digital activations for corporate clients and trade shows.
- Built internal operational processes enabling the team to scale delivery across simultaneous client engagements without compromising quality.
- Own end-to-end client relationships: co-designing solutions, aligning scope, and managing delivery from kickoff to final handoff.

Valere

Product Design Lead

Sep 2024 – Mar 2026

Boston, USA · Remote

- Led end-to-end design for enterprise clients — from discovery and user research through high-fidelity prototypes, design specs, and final implementation handoff in Figma.
- Guided creative direction and design quality standards across all product touchpoints; provided design consulting to cross-functional teams on digital experience and product strategy.
- Co-created a new design-to-handoff process that standardized collaboration between design and engineering, reducing friction and rework.
- Defined career levels and progression criteria for junior through lead designers — the team's first formal growth framework, used in hiring and performance reviews.
- Contributed to Product Design hiring — defined evaluation criteria and helped build the digital experience team.

TAQE

Senior Product (UX/UI) Designer

May 2023 – Jun 2024

São Paulo, BR · Remote

- Led design for TAQE's B2B HR tech platform and the candidate-facing product end-to-end — conducted user research, defined personas, and delivered redesigned experiences that improved usability and workflow clarity.
- Leveraged user research and data insights to surface opportunities and inform product roadmap prioritization.
- Designed and implemented cross-team processes between product and tech, reducing communication overhead and improving delivery speed.

Deploy — Digital Marketing

Jan 2021 – Mar 2023

Product Designer (UX & UI)

São Paulo, BR · Remote

- Led end-to-end design for clients including RedHat and Captable — from user research and competitive analysis through wireframing, prototyping, and usability testing.
- Developed user journeys and high-fidelity interactive interfaces ensuring alignment with business strategies and technical constraints.
- Ran usability testing and surveys to validate and iterate on designs, maintaining a research-driven approach across all projects.

Freelance

Jan 2021 – Aug 2025

UX/UI Designer

Remote

- Provided UX consulting for digital products and conversion-focused landing pages — working directly with founders and product teams to improve user flows, information architecture, and interface design.

EDUCATION

ESPM — Escola Superior de Propaganda e Marketing

2017 – 2020

Bachelor's in Communications, Advertising & Propaganda

CERTIFICATIONS

- Generative AI for the High-Performing Professional
- Introduction to Large Language Models
- Introduction to Responsible AI
- AWS — Foundations of Prompt Engineering
- AWS — Generative AI Learning Plan for Decision Makers
- AWS Educate — Introduction to Generative AI

LANGUAGES

- **Portuguese:** Native
- **English:** C2 – Proficient
- **Spanish:** Fluent