Daniel Taiar

Product Designer
Design System Ops

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Summary

I'm a Product Designer, with a Bachelor's Degree in Graphic Design and six years' experience in leading people to work consistently, efficiently and more scalably, by empowering teams to work smarter, providing them resources, tools, and workflows.

Highly motivated by **multidisciplinary projects**, I'm currently working as a Senior UX/UI Designer at OutSystems, a unicorn from Lisbon, integrating the business, infrastructure and development areas. A bridge between Designers' and Engineers' worlds, to bring consistent design to the customers.

As for fintechs, I have already got experience in three different companies, one of them being Stone itself, and, the others, are Banco Inter which is a full digital bank with more than 17 million customers, and a startup called SmarttBot, which offers a platform that enables investors to automate their operations in the stock market. In both of them, I've worked end-to-end, on web and app solutions, which gave me the opportunity to understand products' workflows, their customers' needs and desires, as well as the fintechs' market as a whole.

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Work experience

OutSystems | UX/UI Designer R&D
April 2021 - Present, Lisbon/Portugal

Integrating the R&D Engineering, working inside a multidisciplinary team responsible for a part of the main product from OutSystems for 2022. Connecting the Design System's patterns and the best practices of UX/UI to deliver a consistent product across the company.

Stone Co. | Design System Ops
October 2020 - April 2021, Rio de Janeiro/RJ (Remote)

Integration between teams from different platforms (POS, Web and App), workshops, documentation and standardization for creating, conceptualizing and justifying a white label Design System for Stone and its companies. Leadership of the Core team in the design area, in important deliveries such as redesign, better onboarding experiences, multi-users and Pix.

Work experience

Banco Inter | Product Designer - Design Ops
August 2018 - September 2020, Belo Horizonte/MG

Leading people to work consistently, efficiently and more scalable. Building, maintaining and enhancing the Bank's Design System, BIDS. Empowering teams to work smarter by providing resources, tools, and workflows. Promoting Design culture at the Bank, working end-to-end in the App design process. Integrating business, infrastructure and development areas by conducting Design Thinking workshops and methodologies to provide thousands of customers with a unique experience.

SmarttBot | Product Designer
October 2017 - June 2018, Belo Horizonte/MG

Redesign of the investment platform. Creating strategies for using the platform and building new experiences and interfaces, based on feedback and metrics analysis, giving greater usability to that platform. Increased user base and increased revenue after release.

Scrivia Comunicação | Design Coordinator
February 2015 - October 2017, Belo Horizonte/MG

Coordination of the creative team, development of new products, platforms, social media and event promotion. Creation of advertising campaigns online and offline for UPTIME English Communication. Web and mobile interface designer and development of virtual reality and augmented reality experiences.

TagHouse | UX/UI Intern
April - December 2014, Belo Horizonte/MG

Tag House provides technology solutions for digital and trade marketing. Development of innovative UIs to customer demands and creation of internal management systems for companies.

Education

Meiuca | Design System & Ops
Feb - 2021, Online

Universidade FUMEC | Bachelor's Degree in Graphic Design
2011 - 2015, Belo Horizonte/MG

GEOS Language School | Work and Study French Program
2009 - 2010, Montreal/Canada

Language skills

Portuguese - Native

English - Advanced

French - Advanced

Spanish - Basic

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Tools and knowledge

Prototyping - Figma, ProtoPie, Sketch, XD, InVision

Agile - Design Sprint, Scrum, Kanban

Metrics - Analytics, Hotjar, Firebase, Mixpanel

Development - HTML, CSS, React, Android, iOS