

Wesley Faria

Head/Lead Product Designer (SaaS / B2B / B2C)

[Portfolio](#) | [LinkedIn](#) | **Email** wesleyjf@gmail.com | **Phone** (+55) 41 98401 0095

Product Designer with 12+ years of experience leading end-to-end product design, from discovery to scaling and redesigning legacy systems. Focused on UX strategy, research, and data-driven decisions to improve product performance and user experience. I combine structured thinking with a strong creative mindset, bringing hands-on problem-solving and a builder mentality to product design.

EXPERIENCE

Consultant Designer | [uxpandy](#)

NOV 2023 - PRESENT

- Partnering with early-stage and mature companies to improve product strategy, usability, and conversion through design-driven innovation.
- Led design initiatives across multiple industries from discovery to delivery.
- Defined UX metrics frameworks to support product decision-making.
- Aligning stakeholders around product and user needs.

Lead Product Designer | [DistantJob](#)

FEB 2022 - NOV 2023

- Managed 3+ Designers, helping with their tasks, KPIs, and career development.
- Defined design vision, strategy, and OKRs, keeping consistency across products.
- Collaborated with product and engineering to drive user-centered decisions.
- Reduced time on task and eliminated critical errors in key user flows.
- Conducted research and usability testing to inform product direction.

Senior Product Designer | [BlockCerts](#)

MAR 2020 - FEB 2022

- Led the design of a digital wallet, enabling a passive revenue stream from users and investors.
- Built and scaled a design system from scratch, improving product consistency.
- Improved user experience and usability metrics (SUS) through interactive design.
- Introduced product analytics and heatmap analysis to guide decisions.

Product Designer | [Segfy](#)

JUN 2019 – MAY 2020

- Introduced user-centered design culture across the organization.
- Conducted agile sprints, daily meetings, and design workshops.
- Improved NPS and CSAT through continuous product enhancements.
- Facilitated in-loco usability testing, interviews, and workshops.
- Launched a new product, allowing for new revenue.

Jr. UX/UI Designer | [PGMais](#)

JUN 2014 – MAY 2019

- Redesigned the website, improving visitors' traffic, SEO, load performance, and reducing bounce rate.
- Updated the main product visual design.
- Designed and launched a new product.

EDUCATION

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|---|-------------|
| M.S. in Neuroscience and Psychology Mackenzie University | 2023 - 2024 |
| M.S. in User-Centered Design Positivo University | 2018 - 2019 |
| B.S. in Advertising & Marketing Positivo University | 2011 - 2014 |

SKILLS

Product & Strategy

UX Strategy, Product Thinking, Design Leadership, OKRs, UX Metrics.

Research & Validation

User Interviews, Usability Testing, Surveys, Qualitative & Quantitative Research.

Design & Tools

Figma, Sketch, Adobe Suite, Figjam, Miro, Analytics, Hotjar, FullStory, Pendo, Dovetail.

Metrics

NPS, CSAT, SUS, CTR, Conversion Rate, Retention, Time on Task, Task Success Rate, Heatmap Analysis, and Churn Rate.

Languages

English (Advanced) – Portuguese (Native) – Spanish (Basic)