

Fábio Alencar e Souza

Staff/Senior Product Designer

Rio de Janeiro, Brazil • +55 11 96888-4933 • byfabioalencar@gmail.com •

[Portfolio](#) | [LinkedIn](#)

SUMMARY

Senior Product Designer with 18+ years of experience crafting scalable design systems and multi-platform experiences. Expert in **Product Thinking, Interaction Design, and Design Systems**. Passionate about bridging design and engineering to drive clarity, collaboration, and impactful user outcomes.

KEY HIGHLIGHTS

- Nearly **5 years leading UX strategy and interaction design** across multiple enterprise and consumer products at **Owens Corning**, a Fortune 500 company in the building materials industry — shaping cohesive user experiences from concept to delivery.
- **Partnered with RealPut founders to define product direction for MVP refinement**, ensuring alignment between investor expectations, technical feasibility, and user experience, directly supporting the company's successful trajectory toward a \$2–3M Seed round.
- **Redesigned Trink's B2B Dashboard**, leveraging user-centered design principles to achieve a **70% reduction in call center volume** and significantly improved UX KPIs.
- **Redesigned Trink's mobile app**, boosting store feedback ratings from **3.0 to 4.9 stars** (App Store & Google Play).
- Recognized as a **Top 100 Mentor in UX Engineering** on [ADPList](#).

SKILLS

Design & UX: Product Design, Interaction Design, Design Systems (Figma, Storybook), UX Research, Prototyping, Accessibility (WCAG/WAI-ARIA), Motion Design, UX Auditing.

Frontend & Engineering: React, Next.js, Tailwind, Node.js, APIs (REST, GraphQL), Headless CMS, Docker, Git, AWS.

Other: Team Leadership, Mentorship, DesignOps, Agile (Scrum/Kanban), Documentation, SEO, AI Tools, Technical Writing.

INTERESTS

Design, Entrepreneurship, Emerging technologies (AI, Web3), Automation, Mentoring, Gaming, Tennis.

PROFESSIONAL EXPERIENCE

Senior Product Designer - UX Strategist (via Toptal)

Owens Corning, Fortune 500, USA (Remote)

07/2021 to Present

Core Responsibilities:

- Led the creation of Owens Corning's enterprise-wide Design System, aligning multiple product teams under a unified visual and interaction framework. Partnered with engineering to integrate the system into a shared code library, accelerating feature delivery by 40% and reducing UX inconsistencies.
- Defined design operations standards across 20+ projects — including Figma file structure, component taxonomy, and handoff protocols — driving consistency and faster onboarding across distributed teams.
- Influenced leadership adoption of scalable design strategy, reframing UI consolidation as an operational efficiency initiative, not just a visual refresh. Resulted in measurable gains in release speed and usability scores.
- Collaborated across departments (Marketing, Roofing, Insulation, Digital) to unify user experience language across public sites, portals, and internal tools.
- Mentored designers and devs on system usage, accessibility standards, and responsive behavior patterns, helping raise the design maturity of the organization.

Key Technologies and Tools: Figma, Miro, Storybook, React.js, Next.js, HTML, CSS, JavaScript, UX/UI Design principles.

Lead Product Designer

Trinks.com, Remote, Brazil

08/2020 to 07/2021

Core Responsibilities:

- **Rebuilt Trinks' B2B platform UX architecture**, transforming a fragmented experience into a unified operational dashboard used by thousands of beauty professionals daily.
- **Created and institutionalized the company's first design system**, codifying design principles, tokens, and UI components that remain core to Trinks' design operations.
- **Established a new design operations process**, introducing review rituals, documentation, and version control, which doubled team throughput and improved release predictability.
- **Redesigned the mobile app experience**, raising app ratings from 3.0 to 4.9 stars across stores, while streamlining user journeys and reducing friction for business owners.

Key Technologies and Tools: Figma, UX/UI Design, Prototyping, Design Systems, User Research, Cross-functional collaboration.

Lead Product Designer (Founder)

Interativ, Remote, Brazil

01/2016 to 07/2020

Core Responsibilities:

- Led UI/UX design and development teams to deliver high-performance digital

- solutions, managing projects from concept to successful delivery for diverse clients.
- Provided technical leadership in UI/UX development, leveraging Javascript frameworks (Node, Express, Angular, React, Gatsby) and API integrations (REST, GraphQL) to build robust and scalable platforms.
- Engineered an award-winning personalized interactive experience for McCain's SureCrisp launch, significantly enhancing brand engagement.

Key Technologies and Tools: Project Management, Digital Planning, JavaScript (Node, Express, Angular, React.js, Gatsby, Ionic), REST APIs, GraphQL, UI/UX Design, PHP, WordPress, Drupal.

Creative Technologist, Fullstack Developer

Universidade Veiga de Almeida (UVA) - Whitney International, Rio de Janeiro, Brazil 03/2013 to 05/2015

Front-end Developer

M2BRNET.com, Rio de Janeiro, Brazil

04/2011 to 05/2012

Front-end Developer

Skidun Interactive Agency, Rio de Janeiro, Brazil

11/2010 to 04/2011

Web Designer

Criapix, Niterói, Brazil

08/2017 to 11/2010

MENTORING & VOLUNTEER WORK

Design Mentor

ADP List, Remote

10/2023 to Present

- Mentoring junior designers and assisting professionals with portfolio reviews and career advice.

Volunteer Staff

Glocal Aceleradora, São Paulo, Brazil

01/2018 to Present

- Encouraging social impact agents through a training and support program.

EDUCATION

Master Business Administration - MBA, Software Engineering

FIAP, São Paulo, Brazil

01/2020 to 06/2021

Master Business Administration - MBA, Digital Marketing and Design

ESPM, Rio de Janeiro, Brazil

01/2011 to 06/2013

Associate Degree, Graphic Design

UNESA, Rio de Janeiro, Brazil

01/2007 to 06/2009

CERTIFICATES/COURSES

Persuasive and Emotional Design - Interaction Design , Nielsen Norman Group, USA	01/2023
Design System and Ops , Meiuca, Brazil	12/2020
Hello Design Thinking , IDEO, USA	12/2020
Certified ScrumMaster® (CSM®) , Scrum Alliance, Brazil	03/2020

LANGUAGES

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

AWARDS AND RECOGNITION

- First Place: STAND SHOW APAS – POPAI 2019 | Category: Best Promotional Action - Medium Size
- Second Place: STAND SHOW APAS – POPAI 2018 | Category: Best Promotional Action - Medium Size