

# Fábio Alencar e Souza

## Senior Product Designer | Design Engineer | UX Engineer

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### SUMMARY

Senior Product Designer and Design Engineer with 18+ years of experience working between UX and front-end development. I build design systems at scale and write production front-end code in React, Next.js, and TypeScript. I work with an AI-native workflow, using spec-driven agent orchestration, decision records, and review gates to get AI speed at production quality. I have delivered for Fortune 500 companies and startups, including Pfizer, Owens Corning, Braintrust, Realput, and Trinks, in health tech, enterprise SaaS, marketplaces, real estate, and HR tech.

### KEY HIGHLIGHTS

- At Pfizer, I design AI-driven tools and data visualization platforms, turning complex pharma workflows into interactive prototypes that guide production builds.
- Helped build the Owens Corning enterprise design system, which showed \$1.19M in annual cost savings. I designed and coded components for the unified library.
- Redesigned the Trinks B2B dashboard, cutting navigation-related support calls by 70%. The mobile app redesign raised app store ratings from 3.0 to 4.9.
- Designed the Realput AI talent platform from scratch, helping the company secure a \$2M seed round.
- Professor of Frontend Design at FIAP. Recognized as a Top 100 Mentor in UX Engineering on ADPList.

### PROFESSIONAL EXPERIENCE

#### Senior Product Designer

Pfizer | Remote | 03/2026 - Present

- Design AI-driven tools and data visualization platforms for a global biopharmaceutical leader, making interfaces for complex workflows intuitive at scale.
- Lead product design and front-end development for interactive prototypes in market access, affordability, and patient support.
- Designed a managed-care contract workspace that covers the full contract lifecycle, from intake to execution. I specified screens, business rules, and data models precisely enough that the prototype became the reference implementation for the production rebuild.
- Designed a responsible AI signal detection platform with governance built into every screen.
- Designed a care coordination dashboard that pairs call transcript intelligence with a risk-ranked case queue.
- Facilitate design reviews with stakeholders to keep product vision and execution aligned.

#### Professor of Frontend Design

FIAP | Rio de Janeiro, Brazil | 03/2026 - Present

- Teach advanced front-end design patterns and modern UI architecture in the undergraduate Software Engineering program.

#### Founder

Stealth AI Design Ecosystem | Remote | 07/2026 - Present

- Building AI design tools that capture a designer's judgment when prototyping with coding agents. They record design decisions and stakeholder feedback, carry lessons between projects, and check the quality of what ships.
- Launched Design Brain publicly. A designer-grade QA tool and a local design record for any repository are in closed alpha and beta.

#### Senior Product Designer | Design Engineer

Owens Corning (Fortune 500, via Toptal) | Remote | 07/2021 - 12/2025

- Led UX strategy and interaction design across multiple digital products, from concept to delivery.
- Helped build the enterprise design system. I designed and coded components for the unified library in Figma and Storybook, and improved documentation and developer experience. Validation showed \$1.19M in annual cost savings.
- Designed CMS features for version control, page diff, publishing confirmation, and multilingual management. Together they reduced stale drafts by more than 50% and made every change visible before publishing.
- Designed UX for the Customer Portal and Contractor Dashboard, and key mobile app features for the doors business, including video streaming and real-time notifications.
- Built proofs of concept and internal tools, including an AI chat interface and Microsoft CRM dashboards.
- Led Design Ops work: set Figma file structure standards and design-to-development handoff processes, and ran UX audits across products.

## Lead Product Designer

Trinks.com (Stone Group) | Remote | 08/2020 - 07/2021

- Led product design for Brazil's largest beauty services marketplace, which has more than 700k B2C and 50k B2B users.
- Redesigned the six-year-old B2B dashboard navigation. Navigation-related support calls fell from 6.5% to 2%, 37% of existing users adopted the new navigation, and only 0.55% of feedback was negative.
- Redesigned the mobile app, raising app store ratings from 3.0 to 4.9 stars.
- Led product and design strategy with business, product management, and engineering. I evolved the design system and advised front-end engineers on UI implementation.

## Lead UX Designer (Founder)

Interativ | São Paulo, Brazil (Remote) | 01/2016 - 08/2020

- Led design and development teams and sold digital solutions, managing projects from concept to delivery.
- Created an award-winning personalized interactive experience for the McCain SureCrisp launch.
- Cut the Dentsply Sirona CEREC sales cycle from 8 to 1.5 months, and generated more than 5,000 qualified leads in 6 months for Vidaiclass.
- Served as tech lead for UI development: JavaScript, Node.js, Express, Angular, React, Gatsby, Ionic, REST and GraphQL APIs, WordPress, and Drupal.

**Co-Founder** | Devign (pitch deck design) | São Paulo, Brazil | 02/2012 - 07/2020

**Creative Technologist and Full-stack Developer** | Universidade Veiga de Almeida (UVA) - Whitney International | Rio de Janeiro, Brazil | 03/2013 - 05/2015

**Product Designer and Full-stack Developer** | Freelance | 01/2008 - 07/2014

**Front-end Developer** | M2BRNET.com | Rio de Janeiro, Brazil | 04/2011 - 05/2012

**Front-end Developer** | Skidun Interactive Agency | Rio de Janeiro, Brazil | 11/2010 - 04/2011

**Web Designer** | Criapix | Niterói, Brazil | 08/2007 - 11/2010

## PROJECTS

- Conversão Clínica (Founder): designed and built a multi-tenant clinic management SaaS end to end with Next.js, TypeScript, tRPC, Prisma, Clerk, Tailwind CSS, and Storybook. The live MVP is a CRM that helps clinics turn leads into treatments.
- PhotoGauge (Lead Product Designer): redesigned the 3D measurement review workflow, cutting task completion time by 50%.
- Braintrust (Product Designer): added working-hour preferences to job matching on a Web3 talent platform.

## SKILLS

**Design:** Product Design, UX Design, UI Design, Interaction Design, UX Strategy, Design Systems, Figma, Storybook, User Research, UX Audits, Usability Testing, Prototyping, Data Visualization, Accessibility (WCAG, WAI-ARIA)

**Engineering:** React, Next.js, TypeScript, JavaScript, HTML, CSS, Tailwind CSS, Node.js, tRPC, Prisma, REST APIs, GraphQL, Git

**AI:** AI Product Design, Responsible AI, Claude Code, Codex, Agentic Workflows, Spec-Driven Development

**Leadership:** Design Ops, Mentorship, Teaching, Stakeholder Management, Cross-functional Collaboration, Agile, Scrum, Kanban

## EDUCATION

**MBA, Software Engineering** | FIAP | 2020 - 2021

**MBA, Digital Marketing and Design** | ESPM | 2011 - 2013

**Associate Degree, Graphic Design** | Estácio (UNESA) | 2007 - 2009

## CERTIFICATIONS

Persuasive and Emotional Design | Nielsen Norman Group | 2023

Design System and Ops | Meiuca | 2020

Hello Design Thinking | IDEO | 2020

Certified ScrumMaster (CSM) | Scrum Alliance | 2020

## MENTORING, VOLUNTEERING AND AWARDS

Design Mentor, Top 100 Mentor in UX Engineering | ADPList | 2023 - Present

Volunteer Staff | Glocal Aceleradora | 2018 - Present

First Place (2019) and Second Place (2018), Best Promotional Action (Medium Size) | STAND SHOW APAS - POPAI

## LANGUAGES

Portuguese (Native) | English (Fluent) | Spanish (Elementary)