

Éverson Renan da Silva

Product Designer & Design Lead

Portfolio: eversonrenan.com

LinkedIn: linkedin.com/in/eversonrenan

E-mail: contact@eversonrenan.com

Phone: +55 11 98136-4556

Objective

Seeking to join a mission-driven organization where I can solve complex design challenges and drive business growth.

Professional Summary

My background spans the entire product lifecycle — from user research, service design and wireframing to production-ready UI, front-end and design leadership. I align product vision with business objectives, lead small design teams through critique and one-on-one mentoring, and use Figma, Claude, Figma MCP and AI image/video generation to move from insight to shipped interface fast. Case studies in healthcare, e-learning, direct response, DTC wellness and events at eversonrenan.com.

Work experience

Independent Product Designer — (Mar. 2026 – Present) | Remote

- Developed business strategies that accelerated market launch timelines by 25% and contributed to a 12% increase in first-month revenue.
- Delivered end-to-end projects for 3 clients, increasing average client revenue by 18% through integrated research, branding, web design, advertising, and copywriting.
- Design landing pages that drive measurable commercial growth, including a 15% increase in qualified leads and a 20% boost in conversion rates.
- Designed and prototyped custom CRM dashboards and workflow automations, improving client task efficiency by 30%.
- Hospital self check-in MVP (QR/NFC): field research and parameterization by age group, service design, low- to high-fidelity flows and an interactive prototype — check-in under 1 minute against a 2-minute target, keeping the front desk for those who need a person.
- Prospect Academy (baseball training platform with Brazilian national-team athletes): art direction, style guide and full front end in HTML, CSS, JavaScript, GSAP and Three.js — copy and offer repositioned from repeated plan blocks to a single, intentional offer.
- Carevia (US nutraceutical brand, Shopify): brand page art-directed from a single brief artwork, 47 AI-generated photographs re-encoded to 600 kB, choreographed motion with motion.dev, built as Shopify theme sections editable in the Theme Editor.
- Book Nook Eventos (immersive literary balls): restored a site with 8 of 11 pages down into a single high-converting home, plus a PHP admin panel with per-user 2FA so the owners edit the next event without touching code.

H&W Publishing — Product Design Lead (Mar. 2025 – Mar. 2026) | Remote (USA)

- Hired as Founding Design Lead, built a 5-person design team and instituted AI-driven workflows that reduced design iteration time by 40%.
- Orchestrated design strategy for a 9-figure annual revenue operation that handles more than 200 products.
- Managed stakeholder expectations, aligning product design initiatives with strategic vision, business goals and key performance indicators.
- Built a Design Ops AI workflow using Claude, Figma MCP and Magnific (Freepik) prompt engineering, reducing product time-to-market by 80% through rapid prototyping.
- Led a multi-disciplinary squad and established technical leveling frameworks transforming the design team into an efficient delivery engine, with recurring design critique workshops and one-on-one mentoring throughout.
- Scaled a Design System with per-niche token architecture and components mirrored between Figma and Storybook: page time-to-market from 14 days to under 3, 80% fewer handoff questions, 25+ layout variations per niche and a 40% more efficient team.
- Executed A/B tests and heat-map analysis that boosted mobile-first landing-page performance in a competitive direct-response market.

Hicker Consulting — Freelancer Designer (Aug. 2024 – Feb. 2025) | Remote

- Managed full-cycle design projects for 5 clients, delivering research, branding, web design, advertising, and copywriting that lifted average client conversion rates by 14%.

Sales Prime — Design Lead, UX/UI & Researcher (Jan 2023 – Jul 2024) | São Paulo, Brazil

- Engineered a 40% increase in sales pages and subscription renewals by leading data-driven design strategies rooted in quantitative and qualitative user research.
- Ran a 10-day discovery: in-platform quantitative survey with 2,000+ students, then a two-hour qualitative workshop with 8 qualified students mediated by Customer Success — the insight (status, networking, exclusivity) pivoted the project from onboarding gamification to the highest-ticket in-person launch.
- Redesigned the launch landing page with marketing and copy and created a lead-qualification flow (Typeform) aligned with the sales team: 35% direct conversion in the live pitch, 40% retention of 500+ attendees and +16% qualified leads for sales.
- Built the design department from a creative service provider into a results-driven operation, effectively aligning design output with marketing and sales KPIs.
- Defined the feature roadmap and visual experience for a VOD and gamification platform, resulting in measurable lifts in user engagement and product adoption.
- Conducted Usability Testing that uncovered friction points, leading to a 12% increase in conversion.
- Spearheaded the brand identity and visuals for a flagship product launch, securing premium market positioning through high-fidelity UI/UX.

OMNI Brasil — Web Designer (Mar. 2022 – Dec. 2022) | São Paulo, Brazil

- Drove high-ticket B2C growth by designing landing pages and premium brand experiences for Brazil's leading hypnotherapy training center.
- Collaborated with traffic and sales teams to iterate on full-funnel pages, maximizing ROI through performance analysis and visual storytelling.

Turbo MKT — Web Designer (Sep. 2020 – Mar. 2022) | São Paulo, Brazil

- Developed responsive web pages and online/offline ads using Figma and Adobe Photoshop for 15 client projects.

Education

- **Graphic Design** – Uninter (Mar. 2020 – May 2022)

Certifications

- Digital Product Design – Tera Academy (Mar. 2024).
- UX Design – Design Circuit (Apr. 2026).
- Scalable Design Systems – Design Circuit (May 2026).

Languages

- **English** – B2 (Professional Working Proficiency) · **Portuguese** – Native

Skills

Design & research: UI/UX, User Research (quantitative & qualitative), Usability Testing, Workshop Facilitation, Desk Research, Service Design, Journey Mapping, Service Blueprinting, IA, Wireframing, Prototyping, Interaction Design, Micro-interactions, Visual Design, Art Direction, Style Guides, Design Systems, Design Tokens, Accessibility (WCAG), Responsive & Mobile-first, Production-ready UI, A/B Testing, CRO.

Strategy & leadership: Product Strategy, Product-Led Growth, Data-Driven Design, Design Thinking, KPIs, OKRs, MVP Definition, Go-to-Market, Lead Qualification, Cross-Functional Collaboration, Stakeholder Management, Design Sprints, DesignOps, Agile, Lean UX, Design Leadership, Design Critique, Mentorship, Design Advocacy.

Code & AI: HTML, CSS, JavaScript, PHP, React, Tailwind CSS, Three.js, GSAP, Motion, Shopify (Liquid, Theme Editor), Storybook, API & MCP integrations, Harness Engineering, Prompt Engineering, AI image & video generation (Magnific/Freepik, Higgsfield), Claude, Figma MCP, n8n.

Tools: Figma, FigJam, ProtoPie, Framer, Webflow, WordPress, Elementor, Adobe Suite, Miro, Notion, Linear, Jira, Zeplin, Typeform, Google Analytics 4, Mixpanel, Amplitude, Hotjar, Clarity, UserTesting, Dovetail.

Industries: EdTech, SaaS, B2B, HealthCare, DTC, Startups, Sports, Sales, Fashion, Agencies, Nutraceuticals, Events, Direct Response.