

Daniel Simões

Staff Product Designer

Craft | Design Systems | Technical Leadership

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PROFESSIONAL SUMMARY

Staff Product Designer with 20+ years in digital products and a strong foundation in visual design, interaction, and craft. I stay hands-on while shaping scalable patterns and Design Systems for complex products, partnering with Product and Engineering from experience direction through implementation. Recent work includes AI-assisted design workflows, code-based prototyping, design quality and validation practices, and mentoring designers.

Selected clients: Coca-Cola, Itaú, Bradesco, Porto Seguro, Johnson & Johnson, LifeScan, Kenvue.

CORE SKILLS

Product Design | Visual Design | UI Design | Interaction Design | Design Systems | Prototyping | Product Discovery | Technical Leadership | Design Leadership | AI-assisted Design | Accessibility | Usability Testing | Stakeholder Management | Mentoring

TOOLS

Figma | Storybook | Cursor | Linear | Adobe Creative Cloud | Browser-based prototyping and validation

EXPERIENCE

Staff-level Product Designer | CI&T

Jun 2019 - Present | Campinas, SP, Brazil

- Partner with Product and Engineering on complex digital products, shaping product and experience direction from problem framing through implementation and review.
- Stay hands-on with visual design, interaction, flows, prototypes, design critique, and product reviews while creating and evolving patterns, Design Systems, and consistent product experiences.
- Led Design System strategy and operations for a large financial-services ecosystem; the system was applied across 16 products and 15 teams, with 40+ components and 70+ semantic tokens.
- Led the concept, visual direction, interactive prototype, and validation of a digital-health experience in a three-week engagement; the portfolio records 80% user approval and the prototype informed the MVP roadmap.
- Initiated key parts of a structured AI-assisted design workflow connecting product context, experience specifications, reusable components, code-based prototyping, browser validation, and Design QA; the model later evolved collaboratively and was used or tested by multiple designers.
- Introduced planning and validation checkpoints that surfaced missing requirements, unclear states, product questions, visual inconsistencies, and reuse opportunities before implementation.
- Mentor designers and provide technical and design direction across cross-functional work, supporting clearer recommendations, stronger stakeholder narratives, and consistent quality expectations.

Senior Product Designer | CI&T

Sep 2014 - Jun 2019 | Campinas, SP, Brazil

- Worked on medium and large-scale digital products, partnering with Product and Engineering from problem understanding through solution validation.
- Led discovery, hypothesis definition, prototyping, and stakeholder discussions to support product direction and prioritization before implementation.
- Became a design reference for the team, supporting other designers and contributing to delivery quality and design-practice maturity.

Senior Product Designer | Venturus

Dec 2012 - Sep 2014 | Campinas, SP, Brazil

- Combined hands-on product design with solution direction and support for a small design team on complex digital projects.
- Worked closely with clients, including international on-site collaboration, connecting business needs, user experience, and implementation constraints.

Product Designer | CI&T

Jan 2008 - Dec 2012

- Designed web and mobile products with multidisciplinary teams, translating business and technology needs into digital experiences.
- Built a strong foundation in interaction design, user flows, and product experience from solution definition through iteration with the team.

Web Designer | Arca Solutions

Mar 2003 - Nov 2007

- Created web interfaces and digital experiences while staying close to implementation and the technical constraints of the time.
- Strengthened a foundation in visual design, interaction, HTML/CSS, and digital product creation.

Web Designer | NeoBiz

Jan 2002 - Jan 2003

- Started my professional career in digital design, creating web interfaces and learning firsthand how design and technology work together.

EDUCATION & DEVELOPMENT

- FAAP - Postgraduate Program in Storytelling and Creative Writing, Mar 2026 - Mar 2027
- CESAR School - Strategic Design, 2024
- FGV - Project Management, 2013
- Universidade Paulista - Bachelor's Degree, Graphic Design
- Selected certifications: Adaptive Leadership; Product Leadership