JOAO MEDEIROS
P R O D U C T   D E S I G N E R

CONTACT

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SUMMARY

Product Designer with 8+ years in UX, UI, and visual design, specializing in design systems, AI-powered experiences, and user-centered solutions for SaaS, e-commerce, and mobile products. Skilled in end-to-end product design, workflow optimization, and accessibility, with a track record of driving impact through collaboration and data-driven design.

SKILLS

Product Design
User Research, Wireframing, Prototyping, Usability Testing, A/B Testing, Accessibility (WCAG), UX Metrics, Heuristic Evaluation

Design Systems & UI
Component-Based Design, Visual Design, Animation & Microinteractions, High-Fidelity UI, Responsive & Adaptive Design

Tools & Collaboration
Figma, Sketch, Miro, Jira, Confluence, Notion, Asana, Maze, Adobe Creative Suite (XD, Photoshop, Illustrator), HTML & CSS Familiarity

EDUCATION

General Assembly | Boston
User Experience Design Immersive | May 2019 - Jul 2019
Completed a 10-week intensive program covering the full product design lifecycle, from user research to design systems.

Rede de Ensino Doctum | Brazil
Barchelor of Civil Engineering

EXPERIENCE

EOS Worldwide | Product Designer
Jul 2024 - Feb 2025 | Remote
- Built Volt, a scalable design system that cut design-to-dev handoff time by 30%.
- Led a mobile-first redesign of EOS One, introducing Task on the Go, an AI-powered feature that accelerated task creation by 40%.
- Enhanced cross-platform experiences through optimized user flows and journey maps, improving customer retention.
- Conducted accessibility audits, ensuring WCAG 2.0 compliance to make the platform more inclusive.

Lightspeed Commerce | Product Designer
Dec 2020 - Jul 2023
- Designed mobile-first retail experiences, increasing user retention by 18% and engagement across web & mobile.
- Solved a duplicate customer creation issue affecting 500K users, reducing duplicates by 35%.
- Developed high-fidelity prototypes that optimized conversion funnels and reduced checkout friction by 12%.
- Led design sprints and collaborated with cross-functional teams to drive growth and user satisfaction.

Upserve | UX Designer
Sep 2019 - Dec 2020
- Redesigned mobile POS system flows, improving adoption among restaurant staff.
- Transformed the online ordering experience, increasing transaction efficiency and reducing order friction.
- Conducted usability testing, leading to a 15% increase in task completion rates.
- Designed and launched digital gift cards, boosting sales by 22% during the pandemic.

EXPLO | UX/UI Designer
Jun 2019 - Aug 2019 | Contract
- Redesigned onboarding flows, improving sign-ups by 15%.
- Conducted A/B testing and user interviews to refine the user experience.
- Built interactive prototypes to enhance internal workflows and iteration speed.

Crosby Design | Senior Visual Designer
Jan 2018 - May 2019
- Led the design of branding, websites, mobile apps, and marketing materials for clients across industries.
- Created responsive and high-impact visual designs for digital and print media.