JOAO MEDEIROS

Lead Product Designer | Enterprise SaaS · Design Systems · AI-Native Product Design

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SUMMARY

Lead Product Designer with 10+ years in design, including 7+ in product design across enterprise SaaS, POS, and commerce platforms, on web and mobile. Leads features end to end, from framing ambiguous problems through research, prototyping, and launch with PM and engineering partners. Shipped 0-to-1 products, built design systems, and introduced design reviews where none existed. AI-native in practice: built an agent that turns PRDs into Claude prototypes, cutting the time to an agreed design by about two thirds.

SKILLS

Product Design: 0-to-1 design, problem framing, journey mapping, UX research, usability and A/B testing, WCAG

Design Systems: multi-lane and enterprise systems, component libraries, design-to-engineering handoff

AI-Native Workflow: Claude and custom AI agents for prototyping, PRDs, research synthesis, and specs

Tools: Figma, Sketch, Miro, Maze, Jira, Confluence, HTML/CSS

EXPERIENCE

Lead Product Designer | Qu POS

May 2025 – Oct 2026 · Remote

- Led design for 4 core products (Enterprise Intelligence, Notify, Qu Equip, Order Management) across 4 teams, turning developer-built internal tools into enterprise-grade SaaS for major restaurant brands.
- Redesigned Notify, the analytics app used in almost all Qu stores, turning static data screens into actionable insights, and designed the External Data experience that was key to Shake Shack (300+ stores) signing with Qu.
- Designed Qu Order Management from 0 to 1 for all Qu stores, replacing paper tickets and passive KDS feeds with a real-time hub to pause, throttle, and fire online orders. Operator testing shaped the order layout.
- Built an AI agent that turns PRDs into working Claude prototypes, cutting the time to an agreed design to about a third. Prototypes often changed product decisions, and more than four Notify features shipped this way.
- Pitched and implemented design reviews where none existed, creating a review ritual and a design culture across the product and engineering teams.
- Made Notify the first product on Qu's new design system, unifying all of its components, brought the system's colors and type to Enterprise Intelligence, and helped lay the foundation of a multi-lane Global Design System.

Product Designer | EOS Worldwide

Jul 2024 – Feb 2025 · Remote

- Built and launched Volt, an enterprise design system that cut design-to-engineering handoff time by 30%.
- Led the mobile-first redesign of EOS One and shipped Task on the Go, an AI-driven feature that made task creation 40% faster and lifted consumer engagement 20%.
- Mapped cross-platform user journeys and ran usability testing and WCAG audits to improve retention funnels.
- Designed dashboards that turned complex metrics into clear, actionable insights.

Product Designer II | **Lightspeed Commerce** Dec 2020 – Nov 2023 · Montreal, QC

- Led design for customer features in Lightspeed Retail (X-Series) across web, app, and mobile, aligning B2B and B2C customer experiences with business strategy.
- Drove "Merge Duplicates" for 500K+ users, a top customer request tied to support tickets, reducing duplicate customer records by 30%.
- Improved the design system and design lifecycle, increasing development efficiency by 25%.
- Designed mobile-first retail experiences that increased retention 18%, and built high-fidelity prototypes that reduced checkout friction 12%.

UX Designer | **Upserve** Sep 2019 – Dec 2020 · Providence, RI

- Designed barcode scanning for Inventory and tested it with 10 users: 90% adoption, with adding 10 products dropping from about 10 to 15 minutes by typing to 3 to 4 minutes with the scanner.
- Redesigned mobile POS and order management flows, improving adoption among restaurant staff.
- Designed and launched digital gift cards, boosting sales 22% during the pandemic.
- Ran usability testing that raised task completion rates 15%.

UX/UI Designer (Contract) | **EXPLO** Jun 2019 – Aug 2019 · Boston, MA

- Redesigned onboarding and program selection flows, increasing sign-ups 15%, and built interactive prototypes for workflow iteration.

Senior Visual Designer / Graphic Designer | **Crosby Design Inc.** Feb 2016 – May 2019 · Concord, MA

- Led design and delivery of signage, branding, and advertising for diverse clients, from concept through installation, aligned to brand guidelines.
- Earlier career: branding and signage design in Brazil.

EDUCATION

UX Design Immersive, General Assembly · Boston, MA (2019)

Bachelor of Civil Engineering, Rede de Ensino Doctum · Brazil (2011 – 2015)