

# JOAO MEDEIROS

Lead Product Designer | Design Systems · Enterprise SaaS · POS & Commerce

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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. Shipped 0-to-1 products, built multi-lane design systems, and turned developer-led environments into design-mature organizations. Uses AI workflows (Claude, agents) to speed up research synthesis, prototyping, and specs. Known for aligning product, engineering, and operators on high-volume commerce problems.

## Core Skills

**Product Design:** 0-to-1 product design, UX research, usability testing, A/B testing, UX metrics, accessibility (WCAG)

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

**AI-Enabled Workflow:** Claude and AI agents for research synthesis, prototyping, and spec generation

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

## Experience

### Lead Product Designer, Management Lane | Qu POS

May 2025 – Oct 2026 | Remote

- Led design for 4 core products (EI, Notify, Qu Equip, OMS), transforming developer-built internal tools into enterprise-grade SaaS and establishing UX standards for a high-volume commerce platform.
- Designed and shipped the Order Management System (OMS) from 0 to 1: a real-time order hub mirroring kitchen display (KDS) states, giving store operators direct control to pause, throttle, and fire high-volume digital orders.
- Redesigned the Notify analytics platform, replacing static data screens with actionable operational insights. Built custom UI component libraries for legacy data integration, a key product driver in closing Shake Shack.
- Laid the foundation of Qu's multi-lane Global Design System, with shared component libraries across Management, Guest, and Staff products to remove cross-app fragmentation and speed up engineering handoff.
- Integrated Claude and custom AI agents into daily design workflows, accelerating research synthesis, spec generation, microcopy iteration, and prototyping.

### 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 accessibility 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 the Retail vertical across web, app, and mobile, aligning B2B and B2C experiences with business strategy.
- Drove the "Merge Duplicates" project for 500K+ users, 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

- 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: visual design experience prior to 2016.

## **Education**

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

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