

JOAO MEDEIROS

LEAD PRODUCT DESIGNER

CONTACT

+1 5085148800

joaoams23@gmail.com

joaomedeirosdesign.com

[in/joaomedeirosdesign](https://www.linkedin.com/company/joaomedeirosdesign)

SUMMARY

Lead Product Designer with 10+ years of experience scaling complex enterprise SaaS, POS, and multi-platform digital products. Proven track record of launching 0-to-1 products, architecting multi-lane design systems, and transforming developer-led environments into high-maturity UX practices. Expertise in leveraging AI-driven workflows (Claude, agents) to accelerate design cycles while aligning cross-functional teams across high-volume commerce platforms.

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

AI & Tools

Claude (Anthropic), AI-Driven Prototyping & Workflows, Figma, Sketch, Miro, Jira, Confluence, Notion, Asana, Maze, Adobe Creative Suite, HTML/CSS

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

Bachelor of Civil Engineering

EXPERIENCE

Qu POS | Lead Product Designer

May 2025 - Oct 2026 | Remote

- Transformed dev-centric internal tools into enterprise-grade software, taking lead ownership of 4 core products (EI, Notify, Qu Equip, OMS) while leveraging Claude and AI agents to accelerate research, prototyping, and spec generation.
- Designed and shipped an Order Management System (OMS) from 0 to 1, building a real-time order hub that mirrored kitchen display (KDS) states to give store operators direct control over pausing, throttling, and firing high-volume digital orders.
- Overhauled the Notify analytics app, replacing static data screens with actionable insights; built custom UI component libraries for legacy data integration that served as a key product driver in closing Shake Shack.
- Laid the foundation for Qu's multi-lane Global Design System, establishing shared component architecture across Management, Guest, and Staff products to eliminate cross-app fragmentation and accelerate engineering velocity.

EOS Worldwide | Product Designer

Jul 2024 - Feb 2025 | Remote

- Built and launched Volt, a scalable enterprise design system that reduced design-to-engineering handoff time by 30%.
- Led the mobile-first redesign of EOS One, conceptualizing and shipping Task on the Go, an AI-driven feature that accelerated task creation speed by 40%.
- Optimized cross-platform user journeys and retention funnels through structured usability testing and WCAG 2.0 accessibility compliance audits.

Lightspeed Commerce | Product Designer

Dec 2020 - Jul 2023

- Designed mobile-first retail experiences, increasing user retention by 18% and engagement across web and 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 to boost sign-ups by 15% and created interactive prototypes for workflow iteration.