

Felipe Macedo da Cruz

Product Designer | Complex Systems | Design Systems and Product Strategy
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Summary of Qualifications

Product Designer with 12 years working across complex digital products, enterprise platforms, interaction architecture and design systems. Currently Lead UI Designer at Netcracker Technology, leading the design team in Brazil while remaining hands-on with global products.

I work at the intersection of product complexity, user needs and technical constraints, helping teams turn fragmented workflows into more coherent solutions. My experience spans B2B and B2C products, design system governance, cross-functional decision-making and collaboration with Product, Engineering and Management across global teams.

Professional Experience

Lead UI Designer

Netcracker Technology

December 2018 – July 2022; August 2023 – Present - São Paulo, Brazil

- Lead the design team in Brazil while remaining hands-on in the design of global products.
- Shape complex workflows and interaction models, connecting user needs, product requirements and engineering constraints.
- Lead design system governance within my area, supporting consistency and reuse across product experiences.
- Work with Product and Engineering across global teams and time zones to align design decisions, implementation requirements, and delivery priorities.
- Explore AI-assisted workflows for design and development, including prototyping from product repositories, automatizing documentation and task management processes.

Senior Experience Designer

EPAM Systems

August 2022 – July 2023 - São Paulo, Brazil

- Worked on UX strategy and interaction design for enterprise clients across industries.
- Contributed to design systems and usability evaluations.
- Collaborated across design, product and engineering to align user experience decisions with product requirements and technical considerations.

UX Mentor

CareerFoundry

February 2021 – February 2026

- Mentored designers through career transitions, providing portfolio reviews, interview preparation and feedback on their design practice.

UX/UI Designer

Fulllab Group

March 2018 – December 2018 - Rio de Janeiro, Brazil

UX/UI Designer

Izzui

May 2016 – August 2017 - Rio de Janeiro, Brazil

UX/UI Designer

Comunique-se Group

October 2014 – March 2016 - Rio de Janeiro, Brazil

Web Designer

Folha Dirigida Group

April 2013 – September 2014 - Rio de Janeiro, Brazil

Web Designer

Teadit Group

January 2011 – October 2012 - Rio de Janeiro, Brazil

Skills

Product Strategy & Systems Thinking: Product Design, Interaction Architecture, Information Architecture, Complex Workflow Design, B2B Products, B2C Products

Design Systems & Organizational Influence: Design System Governance, Cross-functional Alignment, Stakeholder Management, Design Leadership, Team Mentoring, Global Team Collaboration, Product and Engineering Partnership

Research & Execution: UX Research, Usability Evaluation, Prototyping, Accessibility (WCAG), Design-to-Development Handoff

AI & Tools: AI-assisted Design Workflows, AI-assisted Prototyping, Figma, Cursor, Claude

Education

Interaction Design

University of California San Diego

Digital Illustration

British School of Creative Arts

Industrial Design

Universidade Estácio de Sá

Languages

English - Professional working proficiency

Portuguese - Native