

Hiago Catirsi

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Previous role	Design Lead at Meiuca Design
Experience	Design, Education, Content, Fintech, Consulting, Agency, Travel
Technologies	Figma, Google Sheets, Trello, Notion, Adobe Creative Suite, Google Analytics, Asana, JIRA, Confluence, Sketch, Looker, Google AdWords

Work experience

Design Lead, Meiuca Design

Oct 2022 – Jun 2023 (8m)

Meiuca it's a Design Company
Design

Figma Google Sheets Trello Notion

- Successfully managed multiple projects and teams, delivering quality products for clients.
- Demonstrated ability to balance the needs of design and business, ensuring project success.
- Effectively led career development for team members through personalized plans, resulting in growth, recognition and promotions.

Design System Coordinator, Hotmart

Sep 2021 – Sep 2022 (1y)

Hotmart is a global tech and education company.
Education · Content

Adobe Creative Suite Google Analytics Figma Google Sheets Asana

- Responsible for managing the Design System and its sub-libraries;
- Creation and evolution of Cosmos for an agnostic and Global Design System;
- Directing the Design System between Design & Development;
- Roadmap management and team tasks, balancing design & business;
- Career team management, development plan, evolution, rewards, and promotions;
- Monitoring impact metrics for the Design System using OKRs and other indicators (CSAT, Coverage, Cycle & LeadTime, Continuous Feedback);
- Management and measurement of Design System coverage in Design and Development;
- Pair with Writing, Research & Data teams for horizontal initiatives;

Design Ops Lead, Zup Innovation

Sep 2020 – Sep 2021 (1y)

Zup is a technology consultancy
Fintech · Consulting

Google Analytics Figma Google Sheets JIRA Confluence

- Discovery and requirements gathering for the creation of the Design Systems;
- Directing creation of Global Tokens and component Library;

- Management of new components;
- Directing the Design System between Design & Development;
- Roadmap management and team tasks, balancing design & business;
- Career team management, development plan, evolution, rewards, and promotions;
- Survey of team budgets, capacity, tools, and project time for prospecting new customers;
- Use of Design Ops processes in teams and projects (research, writing, scalable processes);
- Mentoring and directing other Design System teams and projects of the company;
- Monitoring impact metrics for the Design System such as NPS, ROI, and CSAT;
- Project monitoring and results with stakeholders, managers, and directors;

Design System Ops, Zup Innovation

Oct 2019 – Oct 2020 (1y)

Zup is a technology consultancy
Fintech · Consulting

Google Analytics Figma Google Sheets JIRA

- Discovery and requirements gathering for the creation of the Design System;
- Creation of Global Tokens and Component Library;
- Creation of scalable components;
- Management of new components;
- Pairing and directing the Design System between Design & Development
- Roadmap management and team tasks;
- Documentation management;
- Technical leadership of the designers, directing the guidelines and Design System's usage;
- Monitoring metrics and results for customers;

Design System Ops, Escale Digital

Jul 2018 – Sep 2019 (1y 2m)

Escale is a Customer Acquisition company.
Agency

Adobe Creative Suite Sketch Figma JIRA

- Managed maintenance of Zelas Product and telecom (Vivo, Claro, and Net) component libraries to ensure consistency and eliminate duplicated components.
- Collaborated with the design team to streamline processes and solve inconsistencies in design, resulting in improved user experience.
- Conducted performance analysis to measure the impact of design changes on user engagement and satisfaction.
- Coordinated with development teams to ensure consistent implementation of design decisions in code.

Growth Product Designer, Escale Digital

Apr 2017 – Sep 2019 (2y 5m)

Escale is a Customer Acquisition company.
Agency

Adobe Creative Suite Sketch Looker Google Analytics Figma Google Sheets JIRA Google AdWords

- Knowledge of Looker, Google Analytics, Google Adwords, Google Search Console, and Google Data Studio Tools. Quantitative analysis for opportunities.
- Qualitative research to know the users. User testing, validation with the real users of our pages, navigation, and features.
- Experience with heatmaps, scroll maps, and recording analysis with Hotjar.

- Responsible for User Experience metrics on our websites (bounce rate, time page, CTR, clicks, events, and user navigation).
- Follow business metrics (CAC, CPC, Revenue) to measure the User Experience impact.
- Creating hypotheses for user experience improvement and conversion (A/B tests) alongside with CRO Team.
- Create wireframes and high-fidelity prototypes through Sketch, Figma, and Invision Tools.
- Create Landing Pages for Prismic, WordPress, and Unbounce CMS
- Analysis of user experience for retargeting opportunities.
- Create collaborative activities (Design Thinking) with multidisciplinary teams to solve user and business - problems.
- Knowledge in HTML and CSS to support and opportunity for integration with the development team (Component library, scalable interfaces).

Digital Designer, Zarpo Viagens

Jun 2013 – Apr 2017 (3y 10m)

Zarpo is a travel agency
Travel

Adobe Creative Suite

Google Sheets

Asana

- Supervision and maintenance of Zarpo's Visual Identity processes;
- Creation of national and international travel campaigns for famous hotel brands (Hard Rock, Iberostar, Club Med, Grand Palladium, Hilton, etc.);
- Support for marketing: a bridge between the content and marketing departments;
- Create display ads for remarketing strategies;
- Creation of presentations for partnerships and campaign results;
- Intern's management in product creation;
- Supervision and maintenance of Zarpo's Visual Identity processes;
- Creation of national and international travel campaigns for famous hotel brands (Hard Rock, Iberostar, - Club Med, Grand Palladium, Hilton, etc.);
- Support for marketing: a bridge between the content and marketing departments;
- Create display ads for remarketing strategies;
- Creation of presentations for partnerships and campaign results;
- Intern's management in product creation;

More about me

Interests

Illustration, cooking, sports, walking

Languages spoken

Portuguese