

GUSTAVO CARNEIRO LOPES

Senior Product Designer (UX/UI) | Payments, Design Systems & AI-Augmented Workflows

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SUMMARY

Senior Product Designer with 6+ years of experience, including nearly 2 at KTO, a licensed high-volume consumer platform in Brazil. Owned UX for compliance-heavy payment flows and rebuilt KTO's single-brand design system into ACE, a multi-brand token architecture. Works directly with engineering on cross-platform questions and uses AI daily to accelerate prototyping, documentation, and audits.

EXPERIENCE

KTO | Senior Product Designer | Jan 2025 - Oct 2026 | Remote

- **Designed Pix Biometrics, a biometric Pix payment method built on Open Finance**, which cut deposit completion time by 83% (~2 min to ~20 sec) and lifted recurring-deposit conversion by 4.5 percentage points, validated via A/B test.
- **Redesigned Promotions and logged-out product with Growth and Marketing**, defining the toolkit to run A/B tests without engineering dependency; organic CTR increased from 15.9% to 24.2%.
- **As sole designer for Payments & Compliance, designed the Limits Hub** and co-defined its asymmetric cooldown with Payments' dev lead (instant to lower, 24h to raise); limit-related support requests fell 66% per 1,000 active users in the 8 weeks after launch. Also proposed and designed a simplified LGPD cookie-consent flow with Compliance.
- **Prototyped a Payment Link platform with AI-assisted workflows for C-level stakeholders**, cutting concept validation from 1–2 weeks to under an hour; led a cross-functional risk workshop that deprioritized it over pending deposit-suggestion regulations, then pivoted with the PM to Pix Multichannel, designing the flows and screens to recover abandoned Pix deposits through push, SMS, and email; paused before launch by a provisional measure on betting.
- **Rebuilt KTO's single-brand design system into ACE**: a four-layer token architecture and 55 production components (40 new) for 6 product squads (33 engineers) on web and Flutter, with WCAG AA applied across tokens and components; scaled DesignOps from a solo practice to a 3-designer team.
- **Owned the My Account revamp end-to-end** (launched in Sep 2026), scoping V1 to separate account management from product discovery and designing a pending-items system (KYC, bank account registration, limits) so players see what needs attention before it blocks them or sends them to support; kept the existing navigation and proposed a new information architecture for Q1 2027.

Odds Scanner | Product Designer | May 2023 - Dec 2024 | Remote

- **Designed 11 initiatives in 20 months (10 B2B, 1 B2C)** and established the team's discovery and research process.
- **Built white-label UI components and templating systems** for media clients across sports analytics platforms.

TeamGuide | Product Designer | May 2022 - Jan 2023 | Remote

- **Founded the product design practice at this HR tech company**, building its design system, user research and usability testing practices, and documentation standards from scratch.

Resolvvi | Product Designer | Jan 2020 - Jan 2022 | Remote

- **First designer on two legal tech products (airline claims and negative-credit disputes)** that retrieved \$3.7M for customers within 16 months of the negative-credit product launch; conducted user research and usability testing, and built the design system and handoff workflow.

SKILLS

Craft: Interaction Design, Product Strategy, Product Analytics, Accessibility (WCAG), Data-Driven Experimentation, Prototyping, Information Architecture, UX Research, Agile

Systems & Ops: Design Systems, Token Architecture, Component Governance, DesignOps, AI Workflows, Tokens Studio, Storybook, GitHub, React, TypeScript, Flutter (tokens)

EDUCATION

Design System Specialist, Meiuca, Dec 2020 - Mar 2021 | **Graphic Design**, Estácio, 2017 - 2020

Languages: Portuguese (native), English (fluent)