

CHRISTOFER RAMOS

Senior Product Designer

Manaus, Brazil · Open to relocation · Remote (international)

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PROFESSIONAL SUMMARY

Senior Product Designer with 10+ years leading UX/UI from discovery to launch on mobile-first, cross-platform products in e-commerce and financial services. Most of that work serves millions of users in the Brazilian Amazon, where uneven connectivity and long distances shape the design. Focus on interaction design, scalable design systems and AI-assisted prototyping: internal reference for AI in product design, with prototypes that run rather than static screens, and mentoring for designers across the company. Results at Bemol, the largest e-commerce platform in northern Brazil, include **+170%** loans usage, **+153%** store-credit usage, **+126%** feature engagement and **+41%** monthly active users after the profile redesign, and **+500%** loan applications after bringing credit into the app. Earlier work shipped for Motorola, Huawei and EPSON.

WORK EXPERIENCE

Senior Product Designer

Aug 2021 – Present

Bemol Digital · Manaus, Brazil (Remote)

- Led end-to-end UX/UI across the app and web platform (VTEX + Flutter), the primary channel for ~91% of the customer base. Design focal point for retail: the bridge between the designers and the heads of e-commerce, design and marketing across the site and app squads.
- Redesigned the **Multi-Fulfillment Checkout** (2026): replaced a legacy single-scroll webview with a step-based flow that lets home delivery, store pickup and boat delivery share one cart (39 postcodes served by boat), with package-split visibility and a deadline per package. A two-phase rollout validated the fulfillment logic in production before the visual redesign; Phase 2 is in progress.
- Redesigned the app **Profile** (2024) around aggregate usage, so the financial features people were already looking for became visible. Three months after launch: Loans **+170%**, Store Credit **+153%**, My Account and Bonus History **+126%**, My Orders **+100%**, My Medals **+105%**, Unique Users **+52%**, Monthly Active Users **+41%**.
- Redesigned retail **Categories** (2023–2024): rebuilt department navigation around how people actually look for things, based on UX Cam behavioural data and a CSD matrix agreed with stakeholders, and validated in usability tests run inside a physical store with customers and staff.
- Brought **loans** into the app for the first time (2022): **+500%** loan applications. The 1,600 loan-related searches that used to end in nothing now land on a product.
- Built and maintains the **design system** for the retail, Farma and Saúde verticals (tokens, component-state matrices, responsive behaviours and documentation), with components implemented alongside the Flutter team and specified to WCAG.
- Runs research and measurement continuously: moderated usability tests, interviews, card sorting, UX Cam, Microsoft Clarity and Maze. AI-assisted automations surface UX insights between the formal research cycles.
- Mentors designers across the company on working with AI in product design.

UI/UX Designer

Jan 2019 – Aug 2021

INDT — Instituto Nokia de Tecnologia · Manaus, Brazil

- Led UX for digital products serving Motorola, Huawei and EPSON, across mobile and desktop R&D.
- Led product design for **Omnia**, a factory control system that replaced six siloed manufacturing systems at TELLESCOM. Delivered over 12 months with no disruption to production, through Lean Inception workshops, War Room intensives, Design Studio sessions and research with stakeholders across the production lines.
- Advocated for end users within cross-functional R&D teams, running usability and A/B tests throughout the development lifecycle.

UI/UX Designer

Nov 2017 – Dec 2018

Fermento Digital · Manaus, Brazil

- Mobile-first prototypes and proof-of-concept projects for agency clients. Tight deadlines forced a shared style guide and a repeatable process, which became the first design system built here because the pace demanded one.

iOS Designer

Mar 2016 – Dec 2017

Apple Developer Academy / Fucapi · Manaus, Brazil

- Shipped iOS app projects in multidisciplinary teams under Apple's Human Interface Guidelines, in Apple's design and development programme.

Designer

Jan 2015 – Jan 2016

LED — Laboratório de Experiências em Design · Manaus, Brazil

- First design position, in an experience design lab.

SIDE PROJECTS

christoferramos.com — the portfolio as a shipped product

2026

- Designed and built from scratch in pair with Claude Code: Next.js 16 static export, Tailwind v4 semantic tokens, bilingual EN/PT typed i18n, a hand-written WebGL shader, 2D canvas effects and CI deploy. It is both the portfolio and the proof of the AI-prototyping claims above.

Neo-Manaus — cyberpunk landing page

2026

- Built during Maven's AI Prototyping for Designers course with v0, Next.js and pure CSS, as an experiment in steering AI toward a specific aesthetic instead of a generic one. Published at homepage-christofer.vercel.app.

SKILLS & TOOLS

Design & prototyping: Figma, design tokens, Storybook, Miro; Apple HIG, Material Design

AI & prototyping: Claude / Claude Code (pair design + code), v0, Cursor, Codex, Gemini; prompt engineering; AI prototypes that run instead of static screens; working React & TypeScript

Research & analytics: Moderated usability testing, semi-structured interviews, card sorting, UX Cam, Microsoft Clarity, Maze, Hotjar, Google Analytics, Useberry, A/B testing

Methodologies: Lean Inception, design-thinking workshops, War Room, Design Studio, CSD Matrix, Jobs-to-be-Done, product discovery

Design systems: Foundations, token architecture, component-state matrices, documentation; Material UI, PrimeNG, Ant Design, Fluent UI

Platforms & front-end: VTEX, Flutter (as design counterpart), HTML/CSS, accessibility (WCAG)

EDUCATION

UNESC — Postgraduate specialization in UX Design

2022

Apple Developer Academy / Fucapi — iOS design programme

2016 – 2017

FUCAPI — BA in Design

2014 – 2017

CERTIFICATIONS

- Maven — AI Prototyping for Designers (2026)
- Punk Metrics — UX Metrics 2.0 Product Analytics (2026)
- Punk Metrics — Product Analytics Strategy (2025)
- cfPRO® — Figma: Scalable Design Systems in Figma (2025)
- PM3 — Product Discovery (2023) · Product Leadership (2024)
- Aprender Design — Data & Quantitative Research · Badaró — UX Journey · The Starter — Design Handoffs

LANGUAGES

Portuguese: native · **English:** C1 (reading, writing, spoken)