



Felipe Pires

I'm a Brazilian Product Designer, born, raised, and based in Recife, currently working at Alloy Automation.

In my spare time, I use to mentor young designers in our local design community teaching them the importance of alternating from a holistic to a detailed-oriented vision when crafting digital products. Check out my website.

Introduction

Designing professionally since 2013, my relationship with Design began during my teens when I started to combine my childhood drawing skills with my curiosity about technology, leading me to learn graphic tools and web technologies by myself. For that reason, I always focused my Design studies on computational design.

In my 7 years of working experience, I have faced different work environments: agency, startup, and in-house design teams. Working in these different environments has taught me to deeply understand the project's context before taking any design decision. The context is the only rule that will guide the project's design decisions.

My approach involves finding the right balance between aesthetic delight, product value, and business outcomes when designing digital products. This approach is achievable by understanding the thinking of design (science), the making of design (craft), and the business of design (design thinking).

Through my 5 years working at Liferay I had the opportunity to work with other leaders to move the design team from a sub-team within the engineering department to a department itself (and recently with a VP of design). I helped the company to move from an engineering-driven culture to a user-centric one (especially with the creation of the research team and with a strong partnership with the product management team).

We have improved the quality and efficiency of our product teams through different offices to deliver faster and better products with the support of our design system (lexicondesign.io).

Since then I have learned that designing world-class digital products is not just a matter of mastering design disciplines such as interaction design, information architecture, visual design, or usability engineering, it requires close collaboration with other departments.

Experience

Product Design Lead at Alloy Automation

2021 – current • Startup

I joined Alloy as their first senior product designer to design on top of the work that was initially designed by their engineers. My initial mission was to create a better design foundation for the product and the brand to scale on top of, considering and creating a more solid connection between the design initiatives and the business goals, helping them to build a design culture from the ground up.

Initially, I led the design initiatives for the product, brand, and researcher, now I'm in charge of leading the product design initiatives for existing and new products.

[Know more about my work at Alloy Automation](#)

Product Design Manager at Liferay

2018 – 2021 • In-house

Managing the Brazilian team and leading the design for our Business Operation Suite (Forms, Workflow, App Builder, and Data Engine). Responsible for partnering with the product management and engineering teams to define processes, methods, and tools to leverage the quality of our suite of products. My main responsibilities include:

- Lead hiring processes
 - Onboard new hires
 - Review design works
 - Follow up designers growth
 - Help to build our design system
 - Worked with other managers on the team design principles
 - Define organizational processes
 - Partner with PMs to achieve business goals
 - Align company and products strategies
 - Work with design leadership on design goals
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Product Design at Liferay

2015 – 2018 • In-house

As an individual contributor in the Brazilian design team, I was mainly responsible for designing Loop – the company's social network. Leading both mobile and web applications. After a major redesign that I led, the product doubled its monthly session rate, from 10k to 20k within one year. At that time I was responsible for:

- Design web and desktop experiences
- Create and document interface components
- Raise requirements from users and stakeholders
- Align with Product Managers over products' initiatives
- Coach younger designers
- Design QA
- Run team workshops for solving big problems

Experience

Product Designer at TOHTT

2014 – 2015 • Startup

This was my first time working with a completely distributed team and in a startup environment. We were challenged to develop a mobile app to allow young people to create collaborative playlists using Bluetooth technologies. My design deliverables were:

- Design mobile interfaces
 - Design web landing pages
 - Design marketing assets
 - Hand-off design assets to programmers
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Product Designer at i2 Mobile Solutions

2013 – 2014 • Agency

i2 was one of the first agencies working with mobile technologies in Brazil. They developed apps for big brands in Brazil at that time and were a reference in the market at that time. My challenges were:

- Design with existing mobile guidelines (Android and iOS)
 - Adapt web products into mobile experiences
 - Present and validate solutions for clients
 - Work in a fast-paced environment
 - Be able to adapt to constantly changing context
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Education

Graphic Design, Technologist

2011 – 2013

Brazilian Institute of Technology

Management 3.0, Foundation Workshop

2018

Management 3.0

Prototyping Techniques

2012

CESAR School

Interaction Design

2012

CESAR School

Talks

Design Systems: Unifying The Mindset Between Designer and Developers

2019

[The Developer Conference](#)

[Slides on Drive](#)

Career in Design

2020

[Meetup CESAR School and Liferay](#)

[Slides on Figma](#)

[Watch on YouTube](#)

Hard Skills

Interaction Design
Visual Design
Motion Design
Information Architecture
Usability Engineering
Design Methods and Management

Soft Skills

Communication
Mentorship
Craftsmanship
Methodical Thinking
Context-driven Thinking
Objectivity

Values

Ethics
Commitment
Empathy
Resilience
Diversity
Humility

Motivators

Relevance
Challenges
Balance
Collaboration
Excellence
Learning

Interests

Visual Arts
Music
Architecture
Technology
Politics
Economy

Contact

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