

Glauco Lima

Lead Product Designer
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PROFESSIONAL SUMMARY

I work through the logic before a pixel moves. 15 years leading design across complex SaaS products, plus the systems, standards, and flows engineering teams ship.

I've led as Creative Lead for a 10-person design team at Accenture, as the sole designer influencing a global open-source community at Wikimedia Foundation, and as design system owner at Newsela. My background spans Fintech, EdTech, and Wellness.

I'm a hands-on Lead: in the craft, setting design direction, building the component logic others work from. My methodology: feasibility first, low cognitive load, decisions I can defend.

Design: SaaS Design, Design Systems, Information Architecture, WCAG Accessibility, Interaction Design, Figma, Prototyping and Agile

Tools: Figma, Claude AI, Gemini, Figma AI, Low-code Prototyping, Agile/Scrum

Languages: Portuguese (Native), English (Bilingual), Spanish (Professional)

EXPERIENCE

Senior Product Designer – Contract
Newsela (04/2024 – today)

Design system owner and cross-functional design authority for a K-12 EdTech SaaS platform.

- Proactive Initiative: Identified a fragmented content card ecosystem with no roadmap owner. Proposed the unification, directed internal research with former teachers, coordinated user testing through the research team, and delivered a single WCAG-compliant component now adopted as the standard across all Newsela products.
- Design System: Inherited and evolved Angelou 2.0 as its sole keeper. Built high-utility components (multi-selector, custom iconography) with documentation designers and engineers use as source of truth.
- Guided Highlighting: Sole designer on this student-facing feature. Defined the feedback-driven interaction logic end-to-end, aligned PM and engineering, spec'd the full flow. Shipped and live.
- Lesson Planner & Graphic Organizers: Designed both products from concept to live, simplifying complex instructional workflows into standards-based, intuitive experiences for teachers.
- AI Practice: Use Claude, Gemini, and Figma AI for accessibility audits, CTA label consistency standards platform-wide, and faster research synthesis.

Lead Product Designer – Contract
Wikimedia Foundation (10/2023 – 04/2024)

Sole designer on the Page Translation Tool, a globally used, open-source product spanning 300+ languages and multiple wiki projects.

- Architected UX enhancements to reduce cognitive load for a global contributor base, while maintaining compatibility across two distinct design systems.
- Documented every design proposal publicly to engage the global Wiki community. The community reviewed, validated, and formally adopted them.
- Coordinated across multiple foundation teams to deliver a cohesive, scalable solution built to extend across the entire wiki ecosystem.

Senior Product Designer
Thoughtworks (01/2023 – 08/2023)

Design solutions across multiple client squads in a high-velocity consulting environment.

- Gympass (Lead): Led end-to-end design of an interactive annual wellness report, translating complex behavioral data into intuitive DataViz interfaces and animations from architecture through handoff.
- Natura (Contributor): Mapped user personas and conducted operational research to surface key insights for sales force efficiency strategy.

Senior UI/UX designer and Brand Designer
Handmade Design (04/2020 – 12/2022)

Led design on Santander's S3 internal investment platform, the agency's most complex SaaS engagement, directing a junior designer through execution and owning design architecture end to end.

- Operational Re-Architecture: Re-engineered contract approval logic and back-end dashboard to automate manual validation → processing time cut from 3 weeks to 5 days.
- Information Architecture: Redesigned the bank's most complex contracts through new information architecture and journey automation → 25% reduction in total contract length.
- Design System: Built a comprehensive SaaS design system. Engineering adopted component specs directly for rapid implementation.
- Leadership: Directed and reviewed a junior designer's output throughout, setting quality standards across all deliverables.

Senior Brand Designer – Contract
Itaú Unibanco (09/2018 – 11/2019)

Award-winning identity work for one of Latin America's largest banks, operating as the day-to-day design reference for junior designers under the creative director.

- iupp (Rewards Program): Designed the full brand identity, winner of the Brazil Design Award for visual identity excellence. Delivered a comprehensive system including a custom typeface, visual assets, and cross-channel guidelines.
- iti (Digital Banking): Set the creative direction for the identity of the bank's digital enterprise, serving as the practical lead juniors referenced for decisions and feedback throughout the project.
- Accessibility Research: Defined and optimized the accessibility standards for the iconic "Itaú orange," keeping brand consistency while meeting inclusive design requirements across digital and print.

Lead Product Designer
Accenture Interactive (07/2015 – 03/2018)

Creative lead for a 10-person design team at one of Brazil's largest consulting firms, while staying hands-on across major client accounts in aviation, telecom, energy, and retail.

- Team Leadership: Directed and reviewed a cross-disciplinary design team of 10, setting creative standards across all client engagements.
- Oi – Next Best Action: Architected a logic-driven real-time retention tool for telecom sales staff → 28% increase in client retention, reduced training dependency.
- Avianca: Led UI/UX for a unified digital ecosystem (app + web) across Brazil and Colombia, handling complex aviation regulations and WCAG requirements.
- Eletropaulo: Designed a user-centric debt renegotiation portal → 35% increase in automated payments.
- Makro: Multilingual ethnographic research across Argentina and Colombia to inform a 5-year digital strategy.
- Vivo: Implemented a continuous A/B testing ecosystem to optimize landing pages and user journeys at scale.

EDUCATION

Liberty University · B.S. Advertising / Graphic Design · 2004–2008