

# MIGUEL ANGELO FERREIRA

Senior Product Designer

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## ABOUT

I've spent the last 10+ years designing B2B products in high-stakes environments: iGaming, localization, enterprise software. At Fast Track AI, I led design through 15x revenue growth while keeping NPS above 90. I've relocated across four countries and three continents, always landing in roles that needed someone comfortable with ambiguity, technical debt, and tight timelines. I can code enough to prototype and speak dev fluently, which makes cross-functional collaboration and tech-design alignment much smoother.

## SKILLS & TOOLS

UX/UI · Prototyping · User Research · Information Architecture · Design Systems and Libraries  
Figma · Adobe CC · Hotjar · Grafana · ClickUp · Jira · HTML/CSS/JS · AI/ML Integration  
Localization/i18n · B2B SaaS · iGaming · Data Visualization · Technical Debt Management

## WHERE I'M MOST USEFUL

- **Legacy systems under pressure:** Technical debt, tight capacity, scale-driven auditing.
- **Leveraging AI in production:** Shipped the first natural-language CRM in iGaming. Working with AI since 2017.
- **Multi-market complexity:** Localization that goes beyond translation: timezones, compliance, cultural nuance.

## EXPERIENCE

### Fast Track AI – Senior Product Designer · Barcelona / Malta · 2021-Present

- Designed and shipped the first natural-language AI CRM in iGaming. Feature release, ~70% partner adoption.
- Unlocked three new markets (Brazil, LatAm, APAC) through localization: timezone tools, i18n, RTL support.
- Eliminated SMS billing disputes entirely (from five-figure claims to zero) via encoding detection system.
- Awards: [AIBC 2025](#) (Best AI Solution), [SBC LatAm 2024](#), [SiGMA Americas 2025](#)  
Case studies at [miguelangelo.tech/work](https://miguelangelo.tech/work)

### Unbabel – Design Operations · Philippines · 2017-2021

- Early AI/ML adopter (2017)–integrated machine translation with human review workflows.
- Built localization pipelines for Fortune 500 clients (Adidas, PepsiCo), contributing \$2M+ annually.

### Presslabs – Founding Designer · Romania · 2012-2017

- First in-house designer. Built brand identity, design system, and product UI from zero.

## SIDE PROJECTS

- **Kallax** (2026) – Vinyl companion app. Live on [Play Store](#) & [App Store](#). [kallax.app](https://kallax.app)
  - **Exotica Radio** (2017-Present) – Internet radio streaming my record collection. #1 on Google. [exotica.radio](https://exotica.radio)
  - **Codex Tarot** (2024) – Neuro-symbolic card reading. Live on [Play Store](#). [codextarot.com](https://codextarot.com)
- More at [miguelangelo.tech/projects](https://miguelangelo.tech/projects)

## EDUCATION & CERTIFICATIONS

AI Fluency Framework (Anthropic, 2025) · Generative AI (Google, 2023) · ISO/IEC 27001 (2019)  
BA in Arts & Design – Instituto Politécnico de Bragança, Portugal (2008)

## LANGUAGES & AVAILABILITY

Portuguese (native) · English (fluent) · Spanish (professional) · Romanian (advanced)  
1 month notice · Remote preferred · EU citizen (Portuguese passport)