Felipe Dutra

Senior Product Designer & UI-focused Developer

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Introduction

I'm a **Senior Product Designer** and **front-end developer specializing in UI**, with **over 11 years of experience** bringing digital products from early research through to production, working in both early-stage startups and larger companies with structured product teams.

A strong focus on making things work well and look right guides my process. This starts with research and hypothesis testing, followed by wireframing and iterating based on qualitative and quantitative data. From there, I design and develop the UI, building solid interfaces, whether coded from scratch or crafted using tools like Framer or Webflow, always choosing the best approach for each project.

I thrive in diverse setups, from fast-moving squads to complex environments with multiple stakeholders. Navigating discovery to delivery, I focus on clarity, speed, and meticulous attention to detail.

Competencies

→ Translate complex problems into simple, elegant experiences;
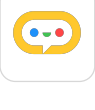→ Align product decisions with strategic and business goals
→ Conduct research, test hypotheses, and iterate on designs
→ Collaborate closely with developers, PMs, and founders
→ Build UI using HTML, CSS, JavaScript, Vue.js, React, or tools like Framer/Webflow
→ Track product performance and drive continuous improvement

Pro Skills

Product Design · UX/UI Design · UI front-end dev (HTML, CSS, JS, Vue, React) · Design Systems · Figma · Framer · Webflow · Prototyping · Creative Direction · Product Strategy · Analytics · Strong Collaboration & Communication.

Experience

AppTicket · Founding Sr. Product Designer & UI Front-end Developer
2023 — 2025 · São Paulo, Brazil · Remote · appticket.com.br · View case →

Weego · Partner & Team Founder, Sr. Product Designer & UI Front-end Developer
2019 — 2022 · São Paulo, Brazil · Remote · View case →

Dinie (Freelance) · Sr. Product Designer
2023 — 2025 · São Paulo, Brazil · Remote · View case →

Great Place to Work · Product Designer
2019 — 2020 · São Paulo, Brazil · Hybrid

Onne.link · UX/UI Designer
2019 · São Paulo, Brazil · Remote

Social Miner · Founding Product Designer & UI Front-end
2017 — 2019 · São Paulo, Brazil · Hybrid

AppTicket · Founding Product Designer
2014 — 2017 · São Paulo, Brazil

TV Diário - Afiliada TV Globo · Visual Designer & UI Front-end
2012 — 2014 · São Paulo, Brazil

Luego · Visual & Motion Designer
2011 — 2012 · São Paulo, Brazil

Education

Design System — Alura (2019)

Professional UX Design Certificate — Google (2017)

Digital & Motion Design — School of Art and Animation (2011 — 2013)

Advanced English - Intensive method — Callan Planet (2008 — 2011)

Bachelor of Technology (B.Tech.), Multimedia Design — Centro Universitário Braz Cubas (2009 — 2011)

Domain

SaaS, EdTech, HRTech, MarTech, FinTech, and B2B/B2C Business Software, Micro-SaaS.