Thays Santos

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Profile

Product Designer with 10+ years of experience in tech, combining a strong engineering background with 5+ years in Product Design and Research. Skilled at bridging design and development, leading cross-functional teams, and delivering user-centric solutions across mobile, web, and TV platforms. Passionate about accessibility, knowledge sharing, and solving complex problems that drive measurable business results.

Core Skills

- UX & Product Design: Wireframes, prototypes, design systems, accessibility
- Research & Strategy: User interviews, usability testing, workshops, analytics
- Cross-Platform Expertise: iOS, Android, tvOS, Android TV, webOS, Web
- Tools: Figma, Prototyping, Design Systems, Java/Kotlin (Android), HTML/CSS/JS
- Languages: English (Fluent), Swedish (Professional), Portuguese (Native)

Professional Experience

Viaplay Group – Product Designer

May 2024 – Present | Stockholm

- Enhanced player experience across 6 platforms (iOS, Android, tvOS, Android TV, big screens, Chromecast).
- Led data-driven improvements through A/B testing and user interviews.
- Updated design system with workflows for player screens and personalized content blocks (Continue Watching, My List, Feature Box).
- Advocated for accessibility standards and mentored peers in inclusive design.

Hot Buttered Eyewear Brazil – Freelance UX Designer

Feb 2024 – May 2024 | Remote

- Designed mobile B2B platform for eyewear stores, focusing on users 40+ years old.
- Delivered UI kit in Figma, prototypes, and usability tests with recruited users.
- Improved ordering flow, reducing backend request overload and increasing speed.

Viaplay Group – UX Researcher & Product Designer

Sep 2022 – Oct 2023 | Stockholm

- Evangelized user-centric vision by running cross-team workshops (Engineering & Streaming).
- Delivered research repository to centralize insights and accelerate decision-making.
- Conducted end-to-end research: study plans, recruitment, interviews, data analysis (quant & qual), reporting.
- Collaborated with Devs, QA, and PMs to improve live streaming satisfaction.

Accedo.tv – Android Developer

2018–2020 & 2023–2024 | Stockholm

- Built Android mobile & TV apps for leading streaming platforms.
- Collaborated closely with design teams to ensure best-in-class UI/UX.

Other Roles in Tech
- Android Developer – Neemu/Linx (2015–2017)
- Development Engineer – SIDIA (Samsung R&D Institute) (2012–2015)
- Java Web Developer – FUCAPI (2011–2012)

Key Projects & Achievements
- Player Redesign (Viaplay, 2024–25): Unified fragmented player across platforms. Conducted 10+ interviews, ran workshops, and delivered redesign that boosted clarity in live vs replay use cases.
- Post-Watch Improvements (Viaplay, 2025): Increased engagement by 8% through redesigned post-watch flows and accessibility updates.
- Hot Buttered Eyewear (2024): Enabled faster purchases and improved usability for B2B clients (40+ demographic). Delivered full design system foundations.
- Master Thesis (KTH, 2022): Co-designing with neurodiverse users (ADHD & dyslexia) in streaming platforms.

Education
- KTH Royal Institute of Technology – M.Sc. Computer Science & Engineering, Interactive Media Technology (2020–2022)
- Aela.io – Professional Certification, Product Design (2019–2021)
- IGTI – Mobile App Development & Agile Software Engineering (2013–2015)
- Universidade Federal do Amazonas – B.Sc. Computer Engineering (2006–2010)

Community Leadership
Chapter Leader, Ladies that UX Stockholm: Organizing events that empower women and non-binary individuals in design.