Ricardo Freire

Senior Product Designer

Research, Design Systems & AI-Assisted Development

Limeira, SP, Brazil | rieller@gmail.com | +55 19 98888-5422
LinkedIn: ricardoeller | Portfolio: ebfreire.com.br

PROFESSIONAL PROFILE

Senior Product Designer with a career in design since 1999 and a focus on digital products since 2016. My experience spans creative direction and team leadership in agencies, product design at Intuit QuickBooks, Syngenta and Acrelec, and the development of complex applications with AI.

I connect research, business requirements and interaction design with the systems needed to deliver and evolve a product. My recent work includes accounting operations, enterprise campaigns, learning platforms and design systems. AI has expanded my ability to turn product decisions into working software, while drawing on my experience in design and cross-functional collaboration.

CORE EXPERTISE

Product and research: discovery, documentation analysis, product walkthroughs, heuristic evaluation, information architecture, user flows and functional prototyping.
Design systems: design tokens, component architecture, interaction states, data-dense interfaces, reusable templates and design-to-code alignment.
Leadership and delivery: creative direction, team leadership, product and engineering collaboration, and AI-assisted application development.

SELECTED PRODUCTS | DESIGN AND AI-ASSISTED DEVELOPMENT

Independent and client work, at different stages of development.

Ordines | Accounting operations management

Building a system for accounting firms to manage obligations and tasks, validate deliveries and connect with government services through APIs. The application includes client management, work instructions, audit history and portfolio health views, supported by a design system. Product decisions also address historical data preservation, client isolation and requirements for progressive releases.

Community Platform | White-label communities and campaigns

Structuring a reusable platform for brands, with public and administrative journeys, tenant isolation and a white-label design system. Defining separate moderation and selection states. Organizing AI-assisted development through shared context, scoped tasks, review and verification.

Grupo Care | Learning and training platform

Built a simplified alternative to Hotmart for internal training, with a dedicated design system, learning paths, video, progress tracking, quizzes, reports and certificates. Focused the scope on the needs of administrators and learners.

RedUP | Multi-store business intelligence

Developed a functional Flutter prototype for RedBiscuit/Acrelec, focused on KFC store operations, performance comparisons and different management views. The reviewed prototype uses simulated data.

HappFest | Party marketplace

Developing a Flutter application for a party marketplace, extending my product work into mobile application implementation.

PROFESSIONAL EXPERIENCE

Acrelec | Senior UX/UI & Product Designer

Jul 2024 - present | São Paulo, Brazil | Restaurant and retail technology

- Brought product teams together around shared design guidelines and a design system to align experience and identity across the product portfolio.
- Conducted RBX discovery through product walkthroughs, documentation analysis and heuristic evaluation, examining catalog, campaign, pricing and restaurant operations.
- Developed proposals for Campaign Manager and Product Detail 360, connecting business tasks with product relationships, pricing contexts, channels and stores.
- Rebuilt the RBX design system in Figma with primitive and semantic tokens, interaction states, density variants, composable tables, page templates and Ant Design mapping.
- Worked with product teams on prioritization and design direction, distinguishing observed findings from hypotheses and proposed improvements.

Syngenta Digital | Senior Product Designer (contract)

Jul 2023 - Jul 2024 | Belo Horizonte, Brazil | Agricultural technology

- Designed the Farm Management System (FMS) with the product manager and engineering team, supporting production cost visibility, financial reporting and inventory control for farm managers.
- Created flows, interfaces and prototypes from initial concepts through implementation, supporting usability across features and subsequent iterations.
- Contributed to MVP delivery and the onboarding of five customers for real-world product testing.

Intuit QuickBooks | Senior UX Designer

Sep 2021 - Jan 2023 | São Paulo, Brazil | Financial technology

- Led the Brazilian implementation of the global design system with the Conversion Rate Optimization team. Brazil was the first country to implement the project within the global organization.
- Participated in two product discovery squads and partnered with Marketing and CRO to define success metrics and guide improvements.
- Migrated 95% of the website within one year. Collaborated on initiatives that recorded a 71% increase in overall new users.
- Led onboarding and creative direction for the partner agency team: five designers, support for two copywriters and collaboration with the account project manager.
- Selected for the Innovation Catalyst program, Level 1, supporting the spread of innovation practices within the company.

OLIVER Agency | Senior UX Designer Manager / Senior UX Designer

Sep 2020 - Sep 2021 | São Paulo, Brazil | Intuit QuickBooks account

- Joined as Senior UX Designer in September 2020 and moved into a management role in January 2021, connecting the client’s UX and Marketing teams with the agency.
- Led two designers and two copywriters in partnership with a project manager, supporting brand consistency, creative delivery and Growth campaigns.
- When the client contract ended, worked with agency leadership to identify internal opportunities for direct reports.

EARLIER EXPERIENCE | PRODUCT, CREATIVE DIRECTION AND LEADERSHIP

Freire Think Design | Owner / Designer

Jun 2015 - Sep 2020 | Campinas, Brazil

- Delivered branding, UX/UI, web and communication projects for clients and volunteer initiatives, using Design Thinking to frame problems and develop solutions.
- Worked with KL Soft Mobile Systems on B2B mobile applications, from client briefing and needs discovery through solution design.

Tele Up | Designer

Jun 2016 - Sep 2020 | Campinas, Brazil

- Collaborated with a team in India on platform migration and user experiences across websites, apps, televisions, smartphones and tablets.
- Connected usability with business and communication needs, including digital campaigns and customer-facing materials.

Altera - Centro de Inteligência em Serviços | Marketing Coordinator

Jun 2014 - Jun 2015 | São Paulo, Brazil

- Developed communication partnerships, benchmarking and digital marketing proposals to support the commercial team and client delivery.

Criah Propaganda e Marketing | Creative Head

Aug 2013 - Jun 2014 | Campinas, Brazil

- Helped rebuild the creative and account teams, bringing design and strategic planning together for automotive, construction, fashion and online retail clients.

FormatoIB Propaganda | Creative Head

Apr 2011 - Aug 2013 | Campinas, Brazil

- Led designers and copywriters on B2B campaigns for agricultural and pet-sector clients in Brazilian and international markets. Applied Design Thinking to improve the agency’s working processes.

Criah Propaganda e Marketing | Art Director

Jul 2008 - Apr 2011 | Campinas, Brazil

- Created advertising, print and point-of-sale materials for clients including Volkswagen dealerships, Sodexo and Toyota Niponica. Received three awards from the Campinas Association of Advertising Professionals and one from Central do Outdoor.

Alchemy Artefatos em Metais | Product Designer

Jul 2003 - Aug 2005 | Limeira, Brazil

- Designed custom jewelry with clients and created communication materials for national and international trade fairs.

TOOLS AND TECHNOLOGIES

Design and research: Figma, Miro, Mural, Optimal Workshop, Amplitude and Adobe Creative Cloud.
AI-assisted delivery: Codex, Claude Code, Antigravity and Gemini.
Technologies used in projects: React, TypeScript, Next.js, Node.js, NestJS, Flutter, Prisma, PostgreSQL, Supabase, GitHub and Google Cloud.

EDUCATION

FAAL - Faculdade de Administração e Artes de Limeira
Undergraduate studies in Design | 2004-2007 | Degree not completed.