

Matheus Costa

Product Designer

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SUMMARY

Fintech Product Designer blending visual design, UX research, and analytics to ship end-to-end digital products. Delivered measurable results in high-impact launches and growth, including experience designing AI-powered product features. Highly collaborative and communicative partner to Product and Engineering, with a results-driven mindset and active contributions to design systems and visual governance.

SKILLS

Proficient: Product Design, Visual Design, Design Systems, Figma, Prototyping, UX Analytics, Usability Principles, Interaction Design, Information Architecture, Accessibility, Stakeholder Communication, Cross-functional Collaboration, Product Thinking.

Intermediate: Service Design, User Interviews, Usability Testing, Heuristic Evaluation, Journey Mapping, Research Synthesis, Persona Definition, Research Planning, A/B Testing.

Beginner: SQL, Excel, Heatmaps & Session Recording Tools, No-Code Tools, Experiment Design.

PROFESSIONAL EXPERIENCE

Product Designer

XP Inc, São Paulo, BR – Hybrid

Since Oct/2024

Core Responsibilities:

- Designed XP's stablecoins (USDXP and EURXP) from end-to-end, using cross-functional delivery with Product/Engineering and third-party teams, regulatory alignment, and go-to-market execution, generating R\$500k in transactions in the first month.
- Designed "Copilot", an AI-powered risk management feature for traders, using service design to map out-of-app communication touchpoints plus ML-driven loss/profit limit recommendations and daily WhatsApp nudges, increasing average trading profits by 60% and achieving 85% CSAT among active users.
- Redesigned the trading bots experience using customer/advisor research, AI-driven support ticket analysis, and usability testing, delivering +43% new users, +21% revenue, 75% CSAT, and -2.7pp churn.
- Served as a Visual Design Guild member and Design System Ambassador, using design critiques, component documentation, and governance routines to improve UI consistency and accelerate cross-team delivery.

Key Technologies and Tools: Figma, Azure, GA4 (analytics), SQL, AI tools for ticket/text analysis, Maze, Typeform, Design System libraries (Figma).

Product Designer

GCB Investimentos, São Paulo, BR – Hybrid

Jun/2022 to Oct/2024

Core Responsibilities:

- Implemented end-to-end product analytics tracking using Mixpanel, enabling funnel visibility and data-informed prioritization across the platform.
- Redesigned the investment journey using Figma and cross-functional rituals with sales and engineering, creating a reusable checkout template that standardized new product launches and reduced design-to-dev inconsistencies.
- Conducted customer and sales research through user interviews and stakeholder workshops, translating objections and decision drivers into clearer UX copy, information hierarchy, and in-flow guidance.

- Launched 0→1 fixed income products using investor focus groups and rapid prototyping, validating positioning and usability before release to reduce go-to-market risk.
- Shipped the “Monthly Fixed Income” product (from concept to launch), achieving 2.34% first-month conversion.

Key Technologies and Tools: Mixpanel, Figma, Jira, Notion, Google Forms.

Graphic Designer

Projeta Cursos, São Paulo, BR – On-site

Ago/2018 to Jun/2022

Core Responsibilities:

- Designed and delivered multi-channel marketing and course materials, using Adobe Creative Suite, to support campaign and enrollment goals.
- Built consistent visual identities for course launches and recurring initiatives, using brand guidelines and asset libraries, improving consistency across touchpoints.
- Produced digital and print-ready collateral (social media, landing assets, brochures, presentations), using grid systems and typography standards, increasing clarity and readability.
- Managed multiple projects simultaneously, using prioritization and stakeholder alignment, maintaining quality under tight deadlines.

Key Technologies and Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro.

EDUCATION

Bachelor of Business Administration with focus on Entrepreneurship

Faculdade Sebrae, SP, Brazil

Jan/2022 to Dec/2025

- **Relevant coursework:** Design Thinking, Service Design, Business Analytics, Market Research, Statistics for Business.
- **Bachelor Thesis:** Service Design applied to pet owner experience across the animal neutering journey.

CERTIFICATES/COURSES

Strategic and Analytical Thinking, Débora Waihrich, Brazil

Dec/2025

Design Craft, Radilson Gomes, Brazil

Apr/2025

Product-led Growth, BTX Design, Brazil

Feb/2024

UX Research Bootcamp, HowEdu, Brazil

Nov/2022

UX/UI Design, Origamid, Brazil

March/2022

Exchange Program, ALCC American English, United States

Ago/2018

LANGUAGES

Portuguese: Native.

English: B2.