

# Eduardo Roxius

Senior Product Designer

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## Professional Summary

Designer with 10+ years creating high-quality digital products for brand such as Swiss Life, BMW, Samsung, UNDP, and Bosch. iF Design Award winner and UX Design Awards nominee with proven expertise leading design teams, building scalable design systems, and delivering customer-facing digital experiences from ideation through implementation.

Expert in leading design processes from research and ideation through prototyping, user testing, and high-fidelity design delivery. Known for strong collaboration with engineering teams, articulating design decisions with growth mindset, and measuring effectiveness through qualitative and quantitative methods.

## Professional Experience

### Design Lead (GoSilico Software)

Cytiva, Karlsruhe, Germany — May 2024 - March 2026 (contract ending)

- Led end-to-end UX and product discovery for GoSilico's cloud-based enterprise B2B SaaS platform, conducting contextual interviews with scientists and process engineers to inform prototyping and usability testing.
- Redirected GoSilico's product roadmap through evidence-based prototyping with scientists and process engineers, validating core assumptions before expensive development and preventing costly misaligned feature work.
- Pioneered AI-assisted design workflows (Microsoft Copilot, GitHub Copilot, Figma AI, v0, Windsurf), reducing idea-to-wireframe time by 40% and increasing iteration velocity by 20%.
- Contributed to the evolution of the product design system, improving component consistency and accelerating developer handoff.

### Design Team Lead – UX R&D

Clario, Munich, Germany (Remote) — May 2022 - September 2023

- Led a global team of 5 UX designers to deliver solutions for clinical trials management, ensuring alignment with organizational goals.
- Managed the development of a comprehensive design system that streamlined design-to-development workflows, enhanced UI consistency across 10+ products, and reduced design iteration times by 20%.
- Collaborated with product managers, developers, and stakeholders to define UX best practices for enterprise B2B digital products, aligning design decisions with clinical trial efficiency goals.
- Mentored junior designers and led regular design critique sessions, fostering a culture of continuous improvement.

### Senior Digital Designer

Daylight Design, Munich, Germany — June 2018 - May 2022

- Delivered 11 projects with cross-functional teams from initial user research and concept ideation to prototyping and handoff.
- Translated client business objectives into digital solutions for Swiss Life, BMW, Bosch, the United Nations Development Program, and Samsung, from concept through delivery.
- Active role in international award-winning and recognized projects (iF Design Award and UX Design Awards nomination) - developing product concepts, conducting user research, and prototyping.
- Crafted and tested high-fidelity prototypes through iterative user feedback cycles, validating design decisions before development handoff.

## Strategic Design Consultant

TDS.company, Brazil (Remote, Freelance) — March 2021 - Present

- Facilitated 50+ strategy design sessions, driving digital transformation for private corporations and public institutions, resulting in improved digital adoption and streamlined operations.
- Developed training programs empowering teams with modern design methodologies and tools for successful project delivery.
- Led implementation of 12 innovation projects across private and public sector organizations.

## Skills & Tools

**Design tools:** Figma, Sketch, Adobe XD, Framer, ProtoPie, Adobe Illustrator, Principle, Adobe Creative Suite

**AI & Technology:** v0, GitHub Copilot, Claude Code, Cursor, Windsurf, Figma AI, Antigravity, AI in design work

**Core competencies:** End-to-end product design, mobile-first design, consumer products, B2B products, 0-to-1 product development, design leadership, design strategy, design direction, design system creation and evolution, design processes, design documentation, systems thinking

**Research & Strategy:** User interviews, usability testing, concept validation, user surveys, qualitative research, quantitative analysis, research synthesis, actionable insights, user-centered design, design thinking, design thinking frameworks, workshop facilitation, competitive analysis

**UX/UI Craft:** Information architecture, interaction design, visual design, user interface design, user flows, wireframing, prototyping, user journey mapping, personas, onboarding flows, microinteractions, motion design, interaction patterns, polished UI, high-fidelity designs

**Technical & Collaboration:** HTML, CSS, JavaScript, React, Angular, responsive design, mobile applications, design-to-development collaboration, working with product and engineering, stakeholder communication, design rationale, analytics and metrics, data-informed design

**Soft skills:** Stakeholder Management, Mentoring, Cross-functional Collaboration, Design Strategy, Enterprise B2B, Entrepreneurship

**Tools:** JIRA, Confluence, Notion, analytics tools, Adobe Creative Cloud, Microsoft Office

## Education

**Master of Business Administration** - Universidade de São Paulo, Brazil (2023 - 2024)

**MFA in Interaction Design** - Umeå Institute of Design, Sweden (2015 - 2016)

**Bachelor of Arts in Design (Summa Cum Laude)** - Universidade Federal de Pernambuco, Brazil (2011 - 2016)

## Achievements & Recognition

**iF Design Award 2023 - User Interface Design** - Client: Swiss Life AG (2023)

**UX Design Awards 2023 Nominated** - UNDP SDG Investor Platform (2023)

**Danaher Software Conference 2025** – Speaker, 'From Idea to Impact - Working with Generative AI' (2025)

## Languages

English (C1 - Advanced), German (A2 – Elementary), Portuguese (C2 - Native), Spanish (B1 - Intermediate)