

Diogo de Almeida Ribeiro

Engineer-Designer · Code-First Product Designer

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PROFILE

Designer with a computer engineering degree (IST/Técnico) and 15+ years shipping software — I design in code, not in mirrors of it. My primary medium today is React/TypeScript with AI-assisted workflows (Claude Code), where the design system, the prototype, and the product are the same artifact. I've led design at blockchain infrastructure and Web3 product companies, built and maintained design systems end-to-end, including construction-tech software (Buildity). The traditional Figma-to-handoff loop is exactly the thing I've spent the last years collapsing in my own work.

FOUNDER & PRODUCT WORK — DESIGNED AND BUILT IN CODE

- **Buildity (buildity.ai)** — construction quoting SaaS for contractors. Designed and built entirely in code: design tokens, component library, responsive layouts, light/dark theming, onboarding, and quoting flows. Direct experience with AEC workflows, terminology, and the realities of construction data.
- **KRONOS** — crypto futures trading terminal (React front-end, FastAPI back-end). Dense, real-time data UI with a terminal aesthetic: charting, order panels, keyboard-first interaction — the kind of professional-tool surface where information density and precision matter.
- **Lizzy (iOS)** — invite-only community app + Shopify storefront for a UK lifestyle brand. Sole designer-builder: brand direction, design system (typography, grain/film visual language), and shipped client delivery.
- **Capital Solar** — solar installation business; designed a Tesla-style product configurator UX translating engineering constraints (panels, inverters, storage) into a consumer-grade purchase flow.
- **Baseball Instincts / Sports IQ** — sports coaching platform with animated play visualisation and GPS decision-replay concepts: 2D spatial/canvas UI, positional data overlays, and motion design for coached plays.

EXPERIENCE

Head of Design · ChainSafe Systems *May 2024 – Present*

- Own design across a blockchain infrastructure company: product, design system, brand, and marketing surface.
- Work directly with engineers in the codebase; handoff is a code review, not a translation step.

Lead UX/UI Designer · Talisman (talisman.xyz) *Apr 2023 – May 2024*

- Led the end-to-end product design of a crypto wallet and dashboard — complex stateful UI, multi-chain data, responsive and themed from the start.
- Managed cross-functional collaboration to keep design and shipped product in lockstep.

Lead UX/UI Designer · Async.art *Jun 2022 – Apr 2023*

- Built and maintained the design system for a Web3 platform serving artists, musicians, and brands — tokens, variants, and standards for a consistent experience across the product.
- Ran workshops with internal teams and external stakeholders to ideate and refine features.

Lead UX/UI Designer (Network) · Toptal *May 2022 – Present*

- Top-tier freelance network; product design engagements for international clients.

Lead UX/UI Designer · Standard Protocol *Aug 2021 – Jun 2022*

- Designed a decentralized exchange, mobile wallet, and analytics platform for a DeFi protocol.

Lead UX/UI Designer · Prometheus Research *Jan 2020 – Aug 2021*

- Medical data analysis tools and dashboards, incl. the COVID-19 Data Tool for the American Society of Hematology.

Co-Founder & Lead Designer · Brocode Studio *May 2019 – Jan 2020*

- Co-founded a Portuguese design boutique; product design for clients incl. Broadway Podcasts.

Earlier roles · wTVision · Planetiers · GlobalBit · Impresa *2013 – 2018*

- Real-time broadcast graphics tools (wTVision: MAM, GoSocial, Eurovision 2018 live results app), marketplace and IoT/smart-parking design, and front-end UI engineering at Impresa Publishing (news platforms for SIC Notícias and Exame Informática).

HOW I WORK / TOOLKIT

- **Code as design medium:** React, TypeScript, HTML/CSS, Tailwind, shadcn/ui (tokens, variants, primitives), component-driven design systems, accessibility, light/dark modes and responsiveness by default.
- **AI-assisted workflow:** Claude Code as a daily driver — agentic, code-first prototyping where the design lives in the repository, not a canvas. Comfortable in the terminal, in component files, and in code review.
- **Design craft:** Figma (when a canvas helps thinking), iconography and illustration art direction, brand systems, motion and data visualisation.
- **Engineering literacy:** Front-end engineering background (UI Engineer, Impresa); full-stack fluency (Node.js, APIs, FastAPI, MongoDB) — I reason about software constraints because I ship within them.

EDUCATION

BSc Computer Engineering · Instituto Superior Técnico, Lisbon *2009 – 2012*

- Software engineering, algorithms and data structures, computer networks; C, C++, Java, JavaScript, Lisp, Prolog.

Music Composition (coursework) · Escola Superior de Música de Lisboa *2014 – 2016*

- Sound synthesis, real-time electronics (MAX/Pure Data), composition for film and games.

Guitar Performance — Distinction · Academy of Contemporary Music, London *2007 – 2008*

LANGUAGES

English (native) · Portuguese (native) · Spanish (limited working) · French (limited working)