



THALES A FELINI

► Senior Product UX/UI Designer ◀

“ From the UK to Malta, Portugal and Brazil, my goal has always been to design for transformation. ”

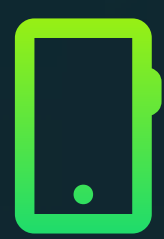
Among Pearson's twelve archetypes, drawn from Jung, **the Magician is the archetype of transformation**. Across legal AI, e-wallets, insurance and CRMs, I came to see the **Designer and the Magician as two sides of the same concept**: the first names what I do, the second what I embody when doing it, with transformation at the center of both.

Everybody, at some point in their life, needs magic, and my role is to build it, pixel by pixel, until nobody notices the spell. This is how it works in practice:



Full projects

I take projects from brief through to product, website and go-to-market assets.



UX/UI design

Research, wireframe and prototype in high fidelity, with microinteractions.



All consistent

Build design systems, component libraries and WCAG-compliant UI.



Top validation

Validate designs through usability tests, A/B tests and heatmaps, then iterate.



Group work

Lead cross-functional squads and handle design handoff to engineering.



AI-enabled

Run workflows with Claude, Claude Design and Figma AI for maximum speed.



Portfolio

www.thalesfelini.com

Access [↗](#)



LinkedIn

www.linkedin.com/in/thalesfelini

Access [↗](#)



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A
FELINI

Senior Product
UX/UI Designer

Get in touch

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Languages

 **English** • Fluent

 **French** • Fluent

 **Portuguese** • Fluent

 **Italian** • Intermediate

 **Japanese** • Intermediate

Tools & Skills

- Figma, Photoshop, Claude Design
- HTML5, CSS in Claude Code
- Design System & Prototyping
- Project Leadership & AI Integration

About

7 Years of Experience
in the UX field

EU Citizenship
no visa required

Experience with: Legal Tech, Banking, Fintech, iGaming, AI platforms, Health, E-commerce, SaaS.

Experience

May 2024 - Ongoing

**Senior Product
UX/UI Designer**

 United Kingdom

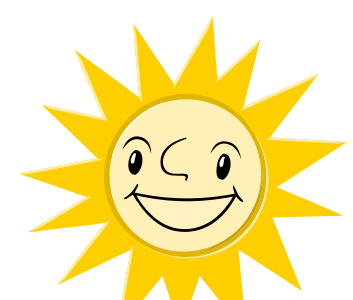
scissero

- Led full design for Scissero's Legal Platform.
- Produced wireframes and prototypes in Figma and Claude Design, and handed specs to engineering.
- Iterated post-launch for major UK, US and EU firms.
- Designed other products for JPMorgan, KKR, etc.

Feb 2023 – May 2024

UX/UI DESIGNER

 Malta


MERKUR

- Led design and prototyping of Paylado 3.0, a German e-wallet app.
- Built Paylado's new design system.
- Designed the Business Portal and related apps.
- Delivered prototypes and specs to engineering.

Nov 2021 - Feb 2023

UX/UI DESIGNER

 Portugal & Brazil

MJV

- **Bradesco Seguros:** UX Designer on the Ideal Journeys team, prototyping user journeys

unconstrained by technical or managerial limits.

- **Cresol:** Built data visualizations to Tableau guidelines, with a focus on standardization.
- **Actuasys Portugal (remote from Brazil):** Ran research and user interviews, then designed and built high-fidelity prototypes for two new HR attendance apps.

Jun 2021 - Jan 2023

UX/UI DESIGNER

 Brazil



- Led the creation of the new version of Ocean, the São Paulo Institute’s main CRM and ERP.
- Defined workflows and built high-fidelity prototypes.
- Redesigned the full layout and user journey across desktop and mobile.

Feb 2020 - May 2021

UX/UI DESIGNER

 Brazil



- Prototyped workflows in Adobe XD and mapped user journeys.
- Ran usability testing, user interviews, and benchmarking.
- Analyzed behavioral UX data through Hotjar heatmaps.
- Specified functional and non-functional requirements; co-created CRM content including advanced search and general attributes.
- Built the Help Center end to end, creating Zendesk articles in Portuguese and English.

► Education ◀

Bachelor of Design

Méliès College



FCE · English First

The University Of Cambridge



► Connect ◀



Tell me what needs transformation!

I’m always available to chat on LinkedIn.

Access 