

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, but 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 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.

Group work

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

AI-enabled

Run workflows with Claude Code and Artifacts, Codex and Figma AI.

Portfolio
www.thalesfelini.com

Access

LinkedIn
www.linkedin.com/in/thalesfelini

Access



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Get in touch

thalesfelini.com

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Languages

- **English** • Fluent
- **French** • Fluent
- **Portuguese** • Fluent
- **Italian** • Intermediate
- **Japanese** • Intermediate

Tools & Skills

- Figma, Photoshop, Claude Code
- HTML5, CSS in AI Coding Agents
- 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

Scissero

Senior Product UX/UI Designer

GBR • 05/2024 - 12/2026

- Led the full design of Scissero's Legal Platform in Figma and Claude Design, cutting manual handling around 12x for firms like KKR, iCapital and KSL.
- Designed products for JPMorgan and KKR that use AI agents to streamline legal document review and official government filings.
- Designed platform improvements from client feedback and usage data, reducing complaints and speeding up daily tasks.

Merkur Group (EPG)

UX/UI DESIGNER

MLT • 02/2023 – 05/2024

- Led the design of the Paylado 3.0 e-wallet, prototyping the full experience so customers could top up and withdraw cash at thousands of locations in Germany.
- Built Paylado's design system from scratch and used it across the Business Portal and apps, making every screen consistent and faster to deliver.

MJV Technology & Innovation

UX/UI DESIGNER

PRT, BRA • 11/2021 - 02/2023

- **Insurance:** Designed a new pension journey by facilitating its design sprint and prototyping, helping lift NPS from 13 to 62 and sales per user from 1 in 321 to 1 in 27.
- **Banking:** Built dashboards to Tableau guidelines, standardizing data visualizations and making them easier to read.
- **HR software:** Created two new attendance apps end to end, from interviews to high-fidelity prototypes, cutting approval time from 2.9 days to 10 hours for 10,000+ daily users.

SmartBR

UX/UI DESIGNER

BRA • 06/2021 - 01/2023

- Led the creation of the new Ocean, the São Paulo Institute's CRM and ERP, redesigning its journey across desktop and mobile into one consistent experience for hundreds of salespeople.
- Introduced the team's first validation process by defining workflows and building high-fidelity prototypes to check designs before development.

TOTVS

UX/UI DESIGNER

BRA • 02/2020 - 05/2021

- Mapped user journeys and prototyped TOTVS CRM workflows with Figma, then specified the requirements so engineering had a clear scope.
- Found where users struggled through usability tests, interviews, benchmarking and Hotjar heatmaps, using the findings to guide design changes.
- Created the Help Center end to end, writing all articles and cutting support tickets roughly in half.

Education

Bachelor of Design

Méliès College

FCE · English First

University of Cambridge

Connect

Tell me what needs transformation!

I'm always available to chat on LinkedIn.

Access