

THIAGO VIOLA

Senior Product Designer · Design Systems · CRO · UX Research

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SUMMARY

Senior Product Designer with 15+ years of experience. Background in Architecture, transitioned into digital products. Experience across SaaS, e-commerce, and brands such as iFood, Grupo Soma, and Wellhub. At Scaffold Education, I built the company's quantitative and qualitative research operation for a platform serving 10,000 client companies and 500,000 users. Focused on Design Systems, CRO, and leading product squads.

SKILLS

Design Systems CRO UX Research Figma Prototyping Usability Testing Design Ops Generative AI

Engineering Handoff

EXPERIENCE

CLARO BRASIL Feb 2026 – Present

Lead Product Designer · Freelance

Leading the redesign of a digital product for one of Brazil's largest telecom operators. Working directly with the internal team on strategy, product architecture, and user flows. Project in progress.

SCAFFOLD EDUCATION Aug 2022 – Feb 2026

Product Designer

Owned the end-to-end UX/UI strategy for a SaaS EdTech platform serving 10,000 client companies and 500,000 users. Led discovery, usability testing, interviews, and product metrics analysis. Built and maintained the platform's Design System. Set up the company's quantitative research operation, replacing a process that had relied on qualitative feedback from Customer Support. The method was adopted by other departments and presented as a case study at the company's annual meeting.

UDS / GRUPO SOMA May 2022 – Aug 2022

Senior Product Designer

Redesigned checkout and navigation for the Foxton and Fabula e-commerce platforms. Focused on conversion and reducing friction in the purchase funnel. Mapped user journeys, built high-fidelity prototypes, and defined a new information architecture. The design was approved and moved into development.

A MADRE PRODUTORA DIGITAL Jul 2021 – Apr 2022

Digital Art Director

Brand Guardian for iFood, Uber, 99, Bradesco, and Itau. Owned visual quality control and brand guideline adherence across each account's digital channels.

WELLHUB | GYMPASS Jan 2021 – May 2021

Lead Visual Designer · Freelance

Led the design team responsible for the brand's visual standardization across all global digital channels.

EDUCATION

Mergo UX | UX Design Program · 2022

University of Sao Paulo (USP) | UX/UI: Foundations of Interface Design · 2022

Alura | Design & UX Career Track · 2017–2019

Unisantos | Bachelor's Degree in Architecture and Urbanism · 2016

LANGUAGES

Portuguese · Native English · Intermediate Spanish · Advanced