

FREDERICO CONTI

Product Design Leader — Design Systems · DesignOps · AI-Driven Experiences

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SUMMARY

Design leader with 15+ years of experience across fintech, banking, retail, and e-commerce, blending design, technology, and business to ship products at scale. Currently designing AI-driven experiences at Itaú Unibanco, Latin America's largest bank. Proven track record leading cross-functional teams, architecting design systems, and building DesignOps practices that scale design quality and velocity across organizations (Itaú, PicPay, C6 Bank, Enjoei, Intuit). Former founder, comfortable owning design strategy end to end — from user research and service blueprints to executive stakeholder alignment and measurable business impact.

CORE COMPETENCIES

Design Leadership & Team Management · Design Strategy & Product Strategy · Design Systems (Architecture, Governance, Adoption) · DesignOps & Process Optimization · AI-Driven Product Design (Generative AI, Conversational Interfaces) · Service Design & Journey Mapping · User Research & Usability Testing · Data-Informed Design · Stakeholder Management & Executive Communication · Cross-Functional Collaboration · Mentorship & Coaching · Change Management · Accessibility (WCAG) · Agile & OKRs · Figma

EXPERIENCE

Itaú Unibanco — Senior Product Designer, AI-Driven Experiences

Dec 2025 – Present · Service Designer, Mar 2025 – Dec 2025 · São Paulo

- Design AI-driven experiences for Latin America's largest bank, defining interaction patterns for generative AI and conversational interfaces used at scale.
- Promoted to the AI-Driven Experiences team within nine months, after leading service design initiatives across the customer journey.
- Map end-to-end service blueprints and customer journeys, aligning business, engineering, and operations stakeholders around prioritized opportunities.

Agência Ivoire — Creative Ops Lead

May 2024 – Apr 2025 · São Paulo

- Led creative operations across 17 client accounts, owning resource planning, workflows, and delivery quality for the studio.
- Introduced the agency's first design system practice, standardizing components and reducing rework across teams.
- Implemented asset management and governance for key accounts, improving team efficiency and handoff speed.

PicPay — Staff Product Designer

Sep 2023 – Apr 2024 · São Paulo

- Designed and launched the interface of PicPay's first POS machine, taking the product from concept to market for one of Brazil's largest fintechs.
- Led strategic and tactical DesignOps planning for the company-wide migration to a new design system.
- Partnered with the B2B banking design team and owned the new business management panel for merchant customers.

C6 Bank — Product Design Specialist

Jan 2023 – Aug 2023 · São Paulo

- Owned the end-to-end credit experience for individual and corporate customers at a leading Brazilian digital bank.
- Drove app-focused DesignOps, improving handoff and delivery processes across product squads.

Enjoei — Senior Product Designer

Apr 2021 – Jan 2023 · São Paulo

- Owned the logistics experience for fulfilled orders across web and app at one of Brazil's leading e-commerce marketplaces.
- Co-built the new design system and brand identity as part of the DesignOps effort.
- Redesigned critical retention services — cancellations and returns — reducing friction in high-volume flows.

OLIVER Agency — Senior Product Designer (Intuit / QuickBooks)

Aug 2020 – Apr 2021 · São Paulo

- Designed onboarding flows and payment integrations (multi-payment, boleto) for Intuit QuickBooks Brazil.
- Modernized legacy design flows and visual language across the product.

OLIVER Agency — Senior UX Designer (Itaú)

Jan 2020 – Aug 2020 · São Paulo

- Led and coordinated the UX/UI team responsible for the operation's design system.
- Ran design operations for a performance-focused design team and automated brand asset workflows for Itaú Holding.
- Trained and mentored creatives, improving team fluidity and delivery throughput.

MJV Technology & Innovation — Front-End Developer (Santander / emDia)

Aug 2019 – Jan 2020 · São Paulo

- Built front-end for emDia (Santander Group) and contributed to the brand's design system as a developer — hands-on code fluency that informs design-engineering collaboration.

CONTI.CONTI.STUDIO — Founder & Design Director

Aug 2015 – May 2019 · São Paulo

- Founded and ran a design studio delivering branding, packaging, and digital design; owned P&L, client relationships, and a multidisciplinary team.

EARLY CAREER (2007 – 2019)

Senior Art Director at RAPP (CRM campaigns for all Samsung Brasil business units); Brand Coordinator / Designer at Cecy Joias; Art Director roles at Finitri and iChimps (clients: CNN, Cartoon Network, UPS, Editora Abril); Design instructor at Senac São Paulo; founder of menswear brand Einzel.

EDUCATION

- Faculdades Integradas Rio Branco — Postgraduate, Branding & Innovation (2014–2015)
- Universidade Presbiteriana Mackenzie — B.A. in Communication & Advertising (2007–2010)
- Ironhack — Web Development Bootcamp (2019)

CERTIFICATIONS

MASTERCLASS — UX in Organizations · Web Development Bootcamp São Paulo · Webdesign & HTML5 · Certificate of Proficiency in English (CPE) · Photography Techniques

LANGUAGES

Portuguese (native) · English (full professional) · French (elementary)