Paulo Coimbra

Senior Product Designer · Brazil (UTC−3) · working remotely with global teams since 2022

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SUMMARY

Senior Product Designer with almost nine years across a product studio and in-house teams. I work across research, product structure and interface: I write the spec and its KRs, design every state, and work side by side with engineers until it ships. For the first year I was the only designer on a live consumer platform, where I set up the specs, roadmap and handoff model the team still runs on. Experienced with globally distributed teams (Brazil, Hong Kong, US) and with AI-assisted prototyping in the codebase, always reviewed and built with engineering.

EXPERIENCE

Playfull — Senior Product Designer · Oct 2024 – present · US, remote

- Led the UX/UI of Playfull's game-discovery platform as the sole designer for the first year; designed every page of playfull.com and, from 2026, prototyped them in code with AI, with engineers reviewing and building each change.
- Moved the team to an AI-assisted workflow: the quarterly roadmap became monthly, and monthly sprints ship ahead of schedule.
- Led UX/UI for Playfull Nexus, the in-house operations platform: design system, structure, project board and calendar, and AI-assisted prototypes reviewed and completed by engineering.
- Set the design operating model with the product manager: specs with KRs, a design roadmap under the company's OKRs, code as the source of truth.
- Represented product design and prospected leads at Gamescom Latam and Gamescom Cologne.

Earn Alliance — UX Designer · Oct 2022 – Oct 2024 · Hong Kong, remote

- Co-designed the Ally Pass battle pass with another designer as a 24-hour relay across time zones: research, personas, new-user flow, entrance options scored against heatmaps, usability tests, hi-fi and components.
- Designed the Magic Muffin launch page in three working days, reusing Ally Pass components.

abstrato.co — UX Designer → Head of UX · Apr 2020 – Aug 2022 · Florianópolis

- One of the studio's first hires; it grew to 25 people. Led a design team of nine across up to eight simultaneous projects, set OKRs and KPIs, and promoted juniors to project leads.
- Selected work: F&M Business (35 leads in the first month), ACR, Reserva Filmes, Designa, Creative Lab.

Distance Education Office, Universidade Federal de Santa Catarina — Graphic Design Supervisor · 2017 – 2020

EDUCATION

B.A. Design — Universidade Federal de Santa Catarina, 2014 – 2019

SKILLS · TOOLS · LANGUAGES

Product strategy · User research & usability testing · Interaction & visual design · Design systems · Specs, KRs & roadmaps · Prototyping · Analytics · Accessibility · AI-assisted prototyping

Figma · Claude & AI agents · Codespaces · Mixpanel · Google Analytics · Hotjar · Notion · Jira — Portuguese (native) · English (fluent) · Spanish (basic)