

# LUCAS PARAIZO

SIMPLIFYING COMPLEX WORKFLOWS INTO SCALABLE PRODUCT EXPERIENCES

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## SUMMARY

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Product Designer (UI/UX) with 3+ years delivering end-to-end digital products. I've led major workflow redesigns, built research practices from scratch, and owned key product areas, shipping scalable patterns from discovery through build-ready handoff. Previously, I founded a design studio and delivered contract work across website redesigns and in-product onboarding.

## WORK EXPERIENCE

### December 2021 - Present

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#### UI/UX Designer - Smartstream Technologies

Global fintech software provider helping leading institutions streamline operations, reduce risk, and optimise efficiency with AI-enabled data and transaction solutions.

- Reinvented Corporate Actions event handling by introducing a status-driven event model and clearer data hierarchy, improving execution for operators and giving managers a bird's-eye view across events. Delivered early to avoid rework and save £50k+ in development costs.
- Launched Smartstream's first structured user research program, running discovery and usability validation with 10 users across multiple clients to shape prioritisation and reduce delivery risk.
- Owned product design for Aurora for 12+ months, delivering multiple end-to-end features across the platform. Built the Securities module from the ground up, defining core workflows, information structure, and UI patterns to support complex operational use cases.
- Led a 2-day UX workshop in Vienna for the Securities module, aligning product, engineering, QA, and documentation on scope, workflows, and priorities, then translating outcomes into clear designs and implementation-ready handoff.

### October 2020 - December 2021

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#### UI/UX Designer (Contract) - SmartSindicó

Digital platform for condominium management, enabling more efficient administration for building managers and residents.

- Redesigned SmartSindicó's legacy website end-to-end, improving key journeys through interviews and iterative testing; increased engagement by ~30% and strengthened conversion pathways for new leads.
- Designed onboarding tutorials and in-product guidance, improving feature discoverability and self-serve learning; tutorials reached 20k+ downloads.

### January 2020 - April 2021

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#### Founder / Lead Designer - Theos Studio

Design studio delivering UX/UI for websites, web apps, and mobile products.

- Founded and led a small studio, owning projects end-to-end from discovery and user flows to high-fidelity UI, prototyping, and handoff.
- Delivered web and mobile experiences for early-stage teams, translating ambiguous requirements into clear information architecture and shippable interfaces.
- Created lightweight design guidelines and reusable UI patterns to keep products consistent and scalable.

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## EDUCATION

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**Bachelor of Arts (Honours) - Business Management (Marketing)**

2023, The Open University - United Kingdom

## TRAINING

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**General Assembly** - User Experience Design Bootcamp

**Google** - UX Design Professional (V2)

**IBM** - Enterprise Design Thinking (Co-Creator; Team Essentials for AI)

**FIAP** - Design Thinking; User Experience

## CORE SKILLS

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**UX Strategy & IA** - Information Architecture, User Flows, Journey Mapping, Interaction Design, Design Systems, Artificial Intelligence (AI)

**Research** - User Interviews, Usability Testing, Synthesis, Workshop Facilitation

**Delivery** - Prototyping, Stakeholder Management, Cross-functional Collaboration, Design-to-Dev Handoff

**Tools** - Figma, Dovetail, Jira, Notion, Zeroheight, Miro, FigJam, Posthog, Lovable, ChatGPT, Copilot

## LANGUAGES

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**English** - Fluent

**Portuguese** - Native

**Spanish** - Basic