

CAIO ARAÚJO BUTEMBERG



Product Designer · complex products, from flows to code

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Portuguese (native) · English (advanced)

PROFILE

Product Designer working in design since 2020, with a focus on UX/UI since 2023. I turn complex rules and data into clear interfaces, from information architecture to implementation. I create prototypes and interfaces with Figma and AI agents, GitHub version control and human review. Experience spans data platforms, municipal planning and commercial websites.

EXPERIENCE

Product Designer · TD Business Nov 2025 to present · Brazil

- **SEBRAE · Fashion Industry Observatory.** Designed the user experience and page structure for Datawheel's CMS, using coded prototypes and question-based navigation with filters covering Brazil's 26 states and the Federal District, with municipal filters. Approved by SEBRAE's leadership and implemented in the CMS by the team's developer. Approximately 4,800 sessions since launch; 28% used filters or questions, according to a SEBRAE report.
- **Masterplan · municipal planning platform.** Sole designer, from information architecture to visual QA. Delivered the first version in 24 days with one developer; approved at the first presentation and deployed in Itá, Urubici and Arabutã. Aggregate Google Analytics figures across the three portals: 3,284 users and 9,762 sessions since January 2026.
- **3 Lirios · real estate developer website.** Delivered an interactive prototype in 4 days; approved after 4 weeks of revisions. Designed and implemented with AI agents in Claude Code, with code review by a TD Business developer. Published V1: 468 sessions, 10 inquiries and 4 leads qualified by the client.

Freelance Designer 2020 to 2025

Graphic design and, since 2023, digital interface flows and prototypes, iterated with teams and clients.

UI/UX Design Intern · UNIVALI Game Lab 2022

Contributed to UI/UX within a game development team.

SELF-INITIATED PROJECTS

Nexo Quality · conceptual case study, available in Portuguese and English
Supplier nonconformity management system for the automotive industry, with seven roles and approval workflows. Designed and implemented with Product Studio, from product definition to the fourth published version in 24 days. Includes role-based tours and accessibility requirements. AI-assisted evaluation; no testing with real users or business metrics.

Product Studio · personal system, v1.0
Workflow with 12 specialist AI agents in Claude Code, from research to QA, with cost limits and human review at key decisions. Used for Nexo Quality, 3 Lirios and my portfolio, with code deliverables versioned in GitHub.

EDUCATION

- MBA in AI-Driven Innovation and User Experience** · UniFast In progress · expected 2027
- Postgraduate Specialization in UX Design** · Belas Artes, São Paulo 2025 to 2026 (completed)
- Bachelor's Degree in Graphic Design** · UNIVALI 2019 to 2023
- Google UX Design courses (Coursera)** · 5 courses 2024

SKILLS AND TOOLS

Design: information architecture, user flows, interaction design, prototyping, design systems, accessibility, UX writing
Code: React, Next.js, Tailwind CSS, shadcn/ui, GitHub, Vercel
AI: Claude Code (agents, skills, MCP), Cursor, Figma Make
Tools: Figma, FigJam, Miro