

Lucas Machado Neves

Senior / Lead Product Designer (AI-Focused)

Oeiras, Lisbon, Portugal | Open to Remote (Germany & UK)

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Professional Summary

AI-focused Senior Product Designer with 10+ years of experience building enterprise SaaS and FinTech platforms across Europe and global markets. Specialized in AI-powered product design, automation workflows, human-in-the-loop systems, and scalable design systems architecture. Experienced in translating machine learning capabilities into trustworthy, high-clarity user experiences. Strong background in enterprise environments, cross-functional collaboration, and system-level product thinking. Platforms impacted 50M+ users and managed \$1.5T+ in assets.

Core Competencies

- AI Product Design & Human-in-the-Loop Systems
- Enterprise SaaS & FinTech Platforms
- AI Agents & Workflow Automation
- Cursor AI & Claude Code Integration
- Scalable Design Systems & Component Architecture
- Design-to-Code Collaboration (React / SwiftUI)
- Product Strategy & Systems Thinking
- UX Research (Qualitative & Quantitative)
- DesignOps & Cross-functional Leadership
- Data-Informed Decision Making

Professional Experience

Head of Product Design – Synthex HQ | AI SaaS Platform | 2024 – Present

- Lead AI-first product strategy focused on automation, AI agents, and semi-autonomous workflows.
- Design and implement custom AI skills and sub-agents to accelerate research, prototyping, and iteration cycles.
- Leverage Cursor AI and Claude Code to streamline design-to-code workflows and improve delivery speed.

- Architect modular, token-based design systems optimized for AI-driven interfaces.
- Establish principles for AI transparency, explainability, and user control in enterprise environments.

Lead Product Designer – FNZ Group | Global FinTech | 2023 – 2024

- Led UX strategy for enterprise FinTech platform managing \$1.5T+ in assets.
- Redesigned complex financial workflows, increasing delivery efficiency by 746% and reducing completion time by 78%.
- Unified fragmented design systems into scalable enterprise architecture across global teams.
- Conducted enterprise-level UX research across EU and APAC markets.
- Collaborated with executive stakeholders during post-acquisition integration.

Lead Product Designer – Advicefront (Acquired by FNZ) | WealthTech Automation | 2021 – 2023

- Designed automation framework similar to Zapier-style workflows for financial platforms.
- Built scalable design systems supporting real-time enterprise dashboards.
- Established DesignOps processes improving cross-team delivery efficiency.
- Contributed to acquisition by FNZ through platform design maturity and system consolidation.

Lead Product Designer – Desygner PTY | Global SaaS | 2018 – 2021

- Increased premium subscriptions by 59% through UX optimisation and A/B testing.
- Developed ML-enabled Digital Asset Management system supporting brand automation.
- Built white-label design systems for enterprise clients including AWS and Oracle.
- Led cross-functional team delivering solutions to 30M+ users.

Senior Product Designer – PagBank | FinTech | 2017 – 2018

- Designed mobile banking experience targeting non-banked users.
- Platform processed \$40B+ in assets within six months.
- Supported development of PIX financial infrastructure.

Product Designer – MyMixtapez | Consumer Platform | 2012 – 2017

- Scaled platform to 15M+ users through onboarding and engagement optimisation.
- Introduced music streaming features for iOS and Android.

- Improved retention via research-driven product decisions.

Education

MBA in Corporate Communication and Digital Media – IPOG (2013 – 2015)

Bachelor's Degree in Graphic Design – Faculdade de Tecnologia Senac Goiás (2010 – 2013)

Tools & Technologies

AI: Cursor AI, Claude Code, AI skills & sub-agents development
Design: Figma, Framer, Miro, ZeroHeight, Storybook
Frontend Collaboration: React, SwiftUI, HTML, CSS, JavaScript
Product & Ops: Linear, Notion, Jira