



PROFILE

Product design and product leader with 10+ years of experience shaping AI-powered products, enterprise SaaS, FinTech, WealthTech and mobile platforms. Experienced in taking products from 0→1 strategy to shipped software, connecting user evidence, product direction, design systems and code. Platforms shaped for 50M+ users and wealth platforms representing more than \$1.5T in assets.

EXPERIENCE

HEAD OF PRODUCT AND DESIGN | 2026–Present

UDU / AI COACHING PLATFORM

- Shape product direction with founding coaches through real coaching workflows.
- Build and test a coaching operating system across iOS and Android.
- Apply AI to training data to create practical plans while preserving human judgement.
- Connect strategy, research, design and delivery through shipped software.

HEAD OF PRODUCT DESIGN | 2024–2026

Synthex HQ / AI SaaS Platform

- Took a 0→1 AI platform from concept and demo to a funded product direction.
- Shaped AI workflows, agent architecture and UX through direct client contact.
- Created React prototypes used as investor artefacts for the first funding round.
- Developed custom AI skills and sub-agents to accelerate research and iteration.
- Architected modular, token-based design systems for AI interfaces.
- Established principles for transparency, explainability and user control.

LEAD PRODUCT DESIGNER | 2023–2024

FNZ Group / Global FinTech

- Led UX strategy for platforms representing more than \$1.5T in assets.
- Increased delivery efficiency by 746% and reduced completion time by 78% through workflow redesign.
- Consolidated fragmented design systems into scalable enterprise architecture.
- Conducted UX research across European and Asia-Pacific markets.
- Aligned executive stakeholders during post-acquisition integration.

EXPERTISE

AI Product Strategy
AI Agents
Human-in-the-Loop Systems
Workflow Automation
Enterprise SaaS
FinTech & WealthTech
Mobile Products
Product Discovery
UX Strategy
User Research
Complex Workflows
Design Systems
Design Tokens
Component Architecture
DesignOps
Cross-functional Leadership
Design-to-Code Collaboration
AI Transparency
Explainable AI

TOOLS

AI: Cursor AI, Claude Code, AI Skills,
Sub-agent Development

Design: Figma, Framer, Miro,
Zeroheight, Storybook

Frontend: React, SwiftUI, HTML, CSS,
JavaScript

Product: Linear, Notion, Jira

LINKS

www.withlucas.space
linkedin.com/in/nuvox404
github.com/dotdeats



LUCAS MACHADO NEVES

HEAD OF PRODUCT AND DESIGN

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EXPERIENCE / CONTINUED

LEAD PRODUCT DESIGNER | 2021-2023

Advicefront / WealthTech Automation

- Designed configurable, Zapier-style automation workflows for financial platforms.
- Created reusable patterns for real-time enterprise dashboards.
- Established DesignOps processes and governance to improve cross-team delivery.
- Supported acquisition by FNZ through platform maturity and system consolidation.

LEAD PRODUCT DESIGNER | 2018-2021

Desygner PTY / Global SaaS Platform

- Increased premium subscriptions by 59% through UX optimisation and A/B testing.
- Designed a machine-learning-enabled Digital Asset Management system.
- Created white-label design systems for enterprise clients including AWS and Oracle.
- Scaled product design across a platform serving more than 30M users.

SENIOR PRODUCT DESIGNER | 2017-2018

PagBank / FinTech

- Designed mobile banking experiences for previously underbanked users.
- Supported a platform that processed more than \$40B in assets within six months.
- Contributed to PIX-related financial infrastructure and user experiences.
- Simplified financial interactions through mobile-first information architecture.

PRODUCT DESIGNER | 2012-2017

MyMixtapez / Consumer Mobile Platform

- Helped scale the platform from 72K to 25M users through community-led product design.
- Supported exclusive launches with artists including Meek Mill and Lil Wayne.
- Used regional listening signals to help labels identify emerging artists.
- Reached #1 in Music on the App Store and Google Play for multiple weeks.

SELECTED PRODUCT & ENGINEERING WORK

Built and shipped independent products including Maves FM, Grainly, AttaBoy and Arcade. Designed and developed cross-platform experiences across iOS, Android and web. Used AI-assisted workflows, React, SwiftUI and native platform patterns to move from concept to production.

EDUCATION

MBA, Corporate Communication and Digital Media
IPOG / 2013-2015

Bachelor's Degree, Graphic Design
Faculdade de Tecnologia Senac Goiás / 2010-2013

SELECTED IMPACT

50M+

users reached through products led from concept to shipped software.

\$1.5T+

in assets represented on FNZ wealth platforms.

746%

increase in delivery efficiency.

78%

reduction in completion time.

59%

increase in premium subscriptions.

72K → 25M

MyMixtapez user growth.

WORKING STYLE

Bring user evidence into the room. Find the long-term product shape. Build systems that help teams ship. Use AI to explore and move from concept to code faster – with judgement deciding where automation helps and where trust breaks.