

Walmir de Castro

Senior Product Designer

Fortaleza, CE, Brazil | +55 (11) 95788-3267 | decastro.walmir@gmail.com

LinkedIn: linkedin.com/in/walmir-dc | Portfolio available on request

SUMMARY

Senior Product Designer with 7+ years of experience designing across fintech, healthtech, AI, SaaS, and media intelligence platforms. Background in architecture with post-graduate studies in UX and Digital Accessibility. Experience partnering with companies in Brazil, the United States, the United Kingdom, and Canada to scale digital experiences. Work spans complex fintech flows, AI-powered clinical tools, and design systems.

EXPERIENCE

Senior Product Designer, Clipboard Health (Contract)

Remote, United States | September 2025 – Present

- Co-created Logcare, an AI-powered clinical documentation tool for home caregivers featuring voice-to-text capture and intelligent switching between SOAP, SOAPIE, and PIE note formats.
- Designed AI trust patterns including thinking disclosure, note-improvement modals, and inline clinical entity extraction to support clinician confidence in AI-generated outputs.
- Architected ShiftChat, a dual-product platform combining SaaS tools for facility operators with an API and SDK offering for healthtech developers; designed HIPAA vetting flows, the developer portal, and webhook management.
- Built functional React and TypeScript prototypes to align design and engineering and reduce implementation ambiguity.

Senior Product Designer, Meltwater (Contract)

Remote, United States | February 2026 – May 2026

- Redesigned the information architecture of the Newsletter product, restructuring the experience around the edition-sending workflow based on synthesis of customer call recordings.
- Built React prototypes comparing alternative IA approaches and presented a structured UX heuristic analysis to executive stakeholders to inform product direction.
- Defined AI-first design principles, including human-in-the-loop interaction, source citations, and status clarity, to guide the upcoming feature roadmap.

Senior Product Designer, Deel (Contract)

Remote, United States | May 2025 – December 2025

- Led design of Benefits and Equity features for a global HR and payroll platform supporting employees across multiple countries.

Senior UX Designer, GoDaddy (Long-Term Contract)

Tempe, United States | December 2022 – June 2025

- Led UX audits of merchant alerts and onboarding flows to identify friction points and improve conversion.
- Led UX/UI design for the Faster Payouts feature, supporting product sales and membership retention goals.
- Designed risk assessment features used at scale to strengthen fraud prevention and reduce false positives.
- Redesigned chargebacks, fraud prevention, transactions, and payouts experiences to improve task completion and reduce support escalations.
- Shipped a self-service Chargebacks Portal that streamlined merchant resolution and reduced reliance on support agents.
- Additional shipped features: Rolling Reserves, Tax Center, Reports redesign, Alert System enhancements, and Rate Saver.

Lead Product Designer, Healthlytics Canada (Freelance/Contract)

Remote, Canada | March 2024 – February 2025

- Designed end-to-end MVP across patient, clinic owner, and physiotherapist personas, taking the product from concept to launch.
- Improved patient onboarding and appointment booking flows to increase completion across the funnel.
- Built a WCAG AA-compliant design system to streamline design-to-development handoff.

Lead Product Designer, OKA (Freelance/Contract)

São Paulo, Brazil | December 2021 – April 2022

- Led MVP redesign with a complete rework of information architecture and user flows across both the e-commerce storefront and the admin platform.
- Built a scalable design system covering core e-commerce components to support consistency and faster product iteration.
- Contributed to a successful fundraising round, with investors citing UX polish as a competitive differentiator.

Product Designer, Weni.ai (Full-Time)

Maceió, Brazil | November 2021 – April 2022

- Created and maintained the design system for a conversational AI platform serving multinational clients across multiple languages.
- Led usability testing and customer interviews with multinational clients to inform product roadmap and localization strategy.

UX/UI Designer, CONTRAMÃO Design (Full-Time)

Fortaleza, Brazil | October 2019 – October 2021

- Designed and prototyped digital products across fintech, e-commerce, and SaaS engagements, managing multiple concurrent client projects.
- Conducted research and wireframing for complex workflows including payments, forms, and data visualization, and established UX best practices adopted across the agency.

EDUCATION

UX and Digital Accessibility, Post-Graduation — Pontifícia Universidade Católica de São Paulo (PUC-SP) (2023)

HCI, Accessibility, UX and Product Specialization, IA for Design — The Interaction Design Foundation (2022)

Bachelor of Architectural Design — Universidade de Fortaleza (Unifor) (2011 – 2017)

Academic Exchange Scholarship — University of Strathclyde, Scotland (2013 – 2014)

CERTIFICATIONS

Perception and Memory in HCI and UX — The Interaction Design Foundation (January 2023)

Scrum Fundamentals Certified — SCRUMstudy (March 2022)

Design System Specialist — Meiuca (February 2022)

Enterprise Design Thinking Practitioner — IBM (October 2021)

SKILLS

UX Research, User Interviews, Usability Testing, A/B Testing, Information Architecture, Wireframing, Prototyping, Product Design, UI Design, Web Design, Design Systems, Conversion Rate Optimization, AI Design Patterns, LLM Interface Design, Healthcare UX, HIPAA Compliance, Accessibility (WCAG 2.1 AA), Agile Methodologies, Scrum, Design Thinking, Stakeholder Management, Cross-Functional Collaboration

TOOLS AND SOFTWARE

Figma, Adobe Creative Suite (Photoshop, Illustrator, XD), Webflow, FullStory, Hotjar, UserTesting, Jira, Confluence, Lottie, React, TypeScript, HTML, CSS

LANGUAGES

Portuguese (Native), English (Fluent), Spanish (Basic)

MENTORSHIP

- Mentoring designers in UX/UI craft, portfolio reviews, and career development since June 2023.
- Providing guidance to mentees from the United States, Brazil, India, and Angola.