

JEFERSON RODRIGUES FREIRY

Senior Product Designer | UX & AI-Powered Systems

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PROFESSIONAL SUMMARY

Senior Product Designer with 5+ years of experience in UX/UI design and 10+ years of background in Marketing and Digital Communication. Specializes in transforming complex enterprise systems into clear, human-centered experiences — from discovery and research to information architecture, interaction design, and delivery. Currently at Braskem, leading UX practices and pioneering AI-integrated design workflows for industrial-scale platforms, collaborating with cross-functional, international teams. Experienced in Figma, design systems, mobile (iOS & Android), and evidence-based design.

AREAS OF EXPERTISE

- End-to-End UX Design (Discovery to Delivery)
- Interaction Design & Prototyping (lo-fi to hi-fi)
- AI-Integrated Design Workflows & AI Feature Design
- User Research: Qualitative & Quantitative
- Information Architecture & User Journey Mapping
- Design Systems & Component Libraries
- Heuristic Analysis & UX Audits
- Mobile Design (iOS & Android)
- Workshop Facilitation & Stakeholder Collaboration
- Accessibility & Inclusive Design

KEY ACHIEVEMENTS

- **AI Design Leadership:** Structured and implemented AI-integrated design workflows at Braskem, enabling the design team to systematically leverage AI tools across the product lifecycle, one of the first initiatives of this kind within the company's IT department.
- **Multi-Country Delivery:** Designed an operational dashboard adopted by a dedicated team across Braskem's U.S. plants, and delivered Power BI dashboards for the European office with direct collaboration with European suppliers, contributing to design solutions with measurable global reach.
- **UX Practice Building:** Defined and evolved UX/UI processes and standards for Braskem's Design Chapter, raising the bar for design quality and consistency across internal systems used by thousands of employees.
- **High-Traffic Consumer Products:** Led UX design for Del Valle and Kapo brand websites at CWI Software, collaborating with global Coca-Cola teams to deliver consumer-facing digital experiences at scale, bridging enterprise discipline with consumer-product thinking.
- **Wearable Technology Adoption:** Led UX design for the integration of wearable devices into industrial workflows at Braskem, a novel initiative requiring deep discovery work and interface design for a non-traditional form factor.

PROFESSIONAL EXPERIENCE

Braskem

Product Designer – IT Department

São Leopoldo, Brazil

Mar 2025 – Present

- Lead UX/UI design for internal systems and industrial operations platforms serving global teams.
- Pioneer AI-integrated design workflows, defining tools, processes, and best practices for the design team.
- Define and evolve UX/UI standards and practices across the Design Chapter.
- Collaborate with POs, PMs, engineers, and designers on national and international initiatives.
- Conduct qualitative and quantitative research to support evidence-based product decisions.
- Map user journeys, flows, and information architecture for dashboards and operational systems.
- Create and prototype interfaces for industrial platforms, internal tools, and company-wide initiatives.

- Perform heuristic analysis and UX audits of existing interfaces.

ilegra (Allocated at Braskem – Design Chapter)
Product Designer

Porto Alegre, Brazil
Feb 2024 – Mar 2025

- Designed dashboards for industrial monitoring and commercial performance tracking.
- Led UX design for wearable technology adoption in industrial workflows.
- Built interfaces for internal enterprise systems using Design Thinking methodologies.
- Supported branding approval flow design and complex cross-functional discovery initiatives.
- Performed heuristic evaluations of live product interfaces.

ilegra
UX Researcher – Financial & Cooperative Sectors

Porto Alegre, Brazil
Jan 2024 – Sep 2024

- Conducted in-depth studies on Banking Trends, Cross-Border Transactions, and Platform Cooperatives.
- Applied market research, benchmarking, competitor analysis, and secondary source research methodologies.

ilegra (Mills project)
UX Researcher – Innovation Discovery

Porto Alegre, Brazil
Sep 2023 – Dec 2023

- Led discovery to understand the company's innovation landscape and plan future-focused design initiatives.
- Facilitated workshops, conducted in-depth interviews, and mapped user journeys and information flows.

CWI Software
Product Designer

Porto Alegre, Brazil
Jan 2022 – Sep 2023

- Delivered end-to-end UX for large clients in Fashion, Food & Beverage, and Telecommunications.
- Led qualitative and quantitative research, workshop facilitation, and in-depth user interviews.
- Created journey maps, flows, information architectures, design systems, and high-fidelity prototypes in Figma.
- Collaborated directly with POs, PMs, and multidisciplinary design teams.

Intelipost
UX Researcher

Porto Alegre, Brazil
Sep 2021 – Jan 2022

- Designed research studies, conducted in-depth interviews, and mapped user journeys end-to-end.

Soluções eSales
Product Designer

Porto Alegre, Brazil
May 2021 – Sep 2021

- Conducted user research, journey mapping, and product discovery for digital solutions.

EDUCATION

Specialization in User Experience – Uniritter	2021
Bachelor's Degree in Advertising & Marketing – Universidade Feevale	2016

LANGUAGES

English: Advanced (Professional proficiency) • **Portuguese:** Native • **Spanish:** Basic