

Quefreen (Quef) Almeida

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer based in Malta, working from discovery to handover for global B2B brands including Merck, Procter & Gamble, Gilead, Nestlé and Danone.

Over seven years making complex platforms easier to use, with user testing and interviews on every project. Builds Figma design systems with components, variants and tokens so engineering teams can ship quickly and stay consistent. Uses AI-assisted workflows to turn designs into working code, has shipped two independent products, and teaches design-to-code to Brazilian designers.

IMPACT

- Led the UX overhaul of a legacy medical request system, turning a 71-field form into three steps. Cut estimated user effort by 66% and reduced training and support costs, with no backend changes.
- Rebuilt the information architecture of a NASDAQ-listed company's product, lifting task completion by 30%.
- Restructured a biotech investor hub around user tasks ahead of an FDA filing. Testing showed a 93% task success rate and 63% faster completion.
- Turned a fragmented European Salesforce component library into a 48-component design system with shared tokens and templates, rolled out to Procter & Gamble's LATAM teams.
- Ran a heuristic audit of Danone's e-commerce platform in Brazil that led to improved navigation and CRM flows.
- Engineered an automated Figma component system using booleans and auto-layout to output production-ready HTML, cutting junior developer workload by 50%.

PROFESSIONAL EXPERIENCE

Senior Product Designer

2022 - Present

Competitive Edge

Leads UX work from scoping and technical ticketing through research and architecture for enterprise accounts including Merck, Procter & Gamble, AstraZeneca and Danone.

- Mentored a team of 16 designers and art directors and ran 6 workshops on accessibility, AI-assisted design-to-code and design best practices.
- Brought AI-assisted workflows into the team's design and prototyping process, so concepts reach coded prototypes faster.
- Drove the LATAM localization of a large-scale HCP product hub across 7 countries.
- Audited tickets and documented solutions for legacy CMS, Veeva and Salesforce environments before they reached the dev queue, acting as the link between design and engineering.

Product Designer

2020 - 2022

IPG Health

Shipped digital products, websites and Veeva CLM platforms at high volume for global pharmaceutical and enterprise clients including Gilead, Nestlé, BMS and Bayer.

- Created a Veeva Interaction Framework, a guide that explains complex UI capabilities to non-technical teams and reduced scoping errors.
- Produced the agency's first 3D Visual Aid (VA), handling the full pipeline from modeling and texturing to animation and rendering.
- Owned discovery, user journeys, wireframes and prototyping for a 0-to-1 Gilead platform designed around the user's emotional state.
- Led product presentations for major accounts and explained engineering constraints in business terms.

UI Designer (Founding Digital Role)

2019 - 2020

Tugare

First dedicated UI Designer at the agency, leading its move into digital products and owning all website and application architecture.

- Designed landing pages, digital experiences and interactive tools for healthcare professionals (HCPs) on accounts including Zoetis, Takeda and Libbs.
- Built the company's first UI component libraries and design guidelines, which simplified developer handoff and kept visuals consistent.
- Supported major pitches as the digital lead, checking technical feasibility with engineering teams.

Art Director (Innovation Team)

2018 - 2019

FSB Advertising

- Led creative concepts and key visuals in the Innovation Team for clients including iFood, Heineken and B3.
- Designed and ran a company-wide workshop across 5 branches on turning emerging technologies into campaign mechanics.

Art Director

2016 - 2018

Jawa Advertising

- Directed creative concepts for HBO and ESPN internal marketing and sales enablement campaigns, using gamification to engage sales teams.
- Created motion social media assets that mimicked gameplay for Fanatee (CodyCross) user acquisition campaigns.

INDEPENDENT PROJECTS & COMMUNITY

Lurker.gg - CS2 esports analytics SaaS focused on positive expected value and Hit/Miss map trends. Designed and built solo, from data pipeline to production UI, with an AI-assisted workflow using Claude, Next.js and Python.

Open Studio - Free, open-source motion design library (50+ GitHub stars) that exports MP4, 3D and web motion. Built with React, Three.js, Next.js and Tailwind CSS.

Design-to-Code Educator - Creates content teaching Brazilian designers to turn their designs into working code with AI tools.

EDUCATION

Bachelor's Degree in Advertising - PUC Minas - Brazil

2011 - 2015

Professional Program in Creative Advertising - Miami Ad School Brazil

2017 - 2019

SKILLS & TOOLS

UX Methods: User research, usability testing, information architecture, prototyping, accessibility (WCAG), design systems.

Design & 3D: Figma, Photoshop, Illustrator, Blender, Substance Painter, Spline.

Research & Ops: Maze, Veeva, Notion.

AI-Assisted Workflow: Claude, OpenAI, Lovable, Midjourney.

Development: Webflow, Next.js, React, Tailwind CSS, Three.js, Python, GitHub, Vercel.