

# THÉO ARENA PEREIRA

## DESIGN ENGINEER

35 years old | Brazilian | Valinhos, SP - Brazil | +55 19 98128-4288 | [theoarena@gmail.com](mailto:theoarena@gmail.com) | [Portfolio](#)

## PROFESSIONAL SUMMARY

**Design Engineer and Product Strategist** with nearly **20 years of experience** at the intersection of Software Development and UX/UI Design. Specialist in **eliminating friction between vision and implementation (Design-to-Code)**, with a solid track record in leading SaaS ecosystems, architecting Design Systems, and performance-focused development. I act as the critical bridge that ensures **technical scalability and UX excellence**, utilizing **AI-First Development** to accelerate the delivery of digital products without losing technical rigor.

## TECHNICAL SKILLS

- **AI-Driven Development:** Cursor, Claude code, Jules, MCP servers, automation and agent orchestration
- **Frontend:** React/Next.js, TypeScript, Tailwind, Bootstrap, Sass, Framer Motion
- **Product Design:** Figma, Adobe Suite, High-Fidelity Prototyping, Information Architecture, Design Systems (shadcn/ui, Radix UI etc.), Design Thinking
- **Backend & Infra:** PHP (Laravel/Symfony), Wordpress, Node.js, Fastify, Express.js, Docker, RESTful APIs, Python, PostgreSQL, Supabase, Mysql, Jest, Pest, CI/CD, Github Actions, Elastic search
- **Strategy & Compliance:** Agile (Scrum/Kanban), Accessibility (WCAG / ARIA), SEO, Hotjar, Clarity

## PROFESSIONAL EXPERIENCE

**Design Engineer and UX/UI Designer Freelance** | *Remote* | 2009 – Present

- **Strategic consulting and End-to-End development**, leading the complete digital product lifecycle (SaaS, E-commerce, and Apps) from UX research to Fullstack deployment
- **AI-First Development and Process Optimization**, utilizing AI-accelerated workflows for agile MVP delivery and reduction of *time-to-market* for enterprise projects
- **UX/UI Design and UX Research**, applying research, data analysis, and high-fidelity prototyping to align user needs with business objectives

**Evolutto** - Head of Product and UX/UI | *Remote* | 2023 – 2025

- **Strategic leadership in structuring the Design and Product department**, establishing Discovery and Delivery processes and a deep restructuring of the platform's information architecture
- **Conception and governance of a customizable White Label Design System**, enabling visual product scalability and ensuring brand consistency for different B2B client profiles
- **Ideation and prototyping of complex functionalities**, including enterprise Service Desk with **integrated AI agents**, time/cost management systems, and analytical dashboards to support strategic decision-making
- **Conducting comprehensive UX Research** that guided strategic planning, **reduced the onboarding process for new companies by up to 60 days**, and **eliminated churn due to low adoption (Low Engagement Churn)**

**Evolutto** - Head of Design Engineer (Fullstack) | *On-site - Hybrid* | 2018 – 2023

- **Technical leadership of Frontend and Fullstack development (React/Symfony)**, structuring the Product department, strategic bridge to translate complex business

requirements, responsible for application architecture from database to interface, code review, team mentoring, and acting as an agile facilitator

- **DesignOps and Implementation of Design System** based on Atomic Design, leading the transition from legacy systems to reusable component libraries (Sass) and documented via Storybook
- **Optimization of Developer Experience (DX)** through automation scripts, improvement of workflows, handoff, definition of standards, documentation, etc.

#### **Anima Sales** - UX/UI Designer | *Remote* | 2023

- **Strategic consulting and design of a B2B ecosystem** composed of a CRM platform and a Trade Marketing execution application (POS)
- **Information architecture and multiplatform Design System governance**
- **High-fidelity prototypes** for the CRM platform, Landing pages, and App, prioritizing the reduction of data collection friction and performance in high-mobility contexts

#### **FAPESP** - Software Engineer and UX/UI Designer | *Hybrid* | 2017 - 2019

- **Modernization and refactoring of legacy software** (Delphi) for thermodynamic simulation for cogeneration and trigeneration systems, complete UX/UI redesign of the interface and user experience
- **Translation of complex technical requirements** into intuitive interfaces and flows, optimizing system configuration (engines, boilers, chillers, etc.) for expert users
- **Development of the interoperability layer** for data integration with calculation engines in **FORTRAN**, managing input parsing and exporting highly complex technical reports

#### **Masterpred/Templum Consulting/NEXT/Agência Manga** - Design Engineer | *Remote* | 2013 – 2016

- **Strategic consulting, UX/UI Design, and Fullstack Development** of private platforms for predictive maintenance, business consulting, real estate, as well as e-commerce, institutional websites, and landing pages for various sectors

#### **Artcom Jr (Imagem e som Junior Company)** - Projects Director | *São Carlos* | 2012 – 2014

- Direction and coordination of projects, Design, Motion graphics, and Art Direction

### **ACADEMIC BACKGROUND**

- MBA in UX Design and User Research | **UX Unicórnio**
- Specialization in UX/UI Design | **EBAC**
- Bachelor's Degree in Image and Sound (Audiovisual) | **UFSCar**
- Technical Degree in Data Processing (Web development emphasis) | **COTUCA / UNICAMP**

### **ADDITIONAL TRAINING**

- Deepening in UX Research | **Allura**
- Hello Design Thinking | **IDEO**
- Capacity Building in Agility and Scrum Master | **GPS da gestão**

### **LANGUAGES**

- English: Advanced
- Spanish: Advanced