

LUCAS PARAIZO

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SUMMARY

Product Designer with 3+ years in complex B2B SaaS and enterprise fintechs, currently based in the United Kingdom. I design interfaces for dense, regulation-heavy workflows, balancing operational depth with clarity for end users and stakeholders. I have built research practices where none existed, shipped full product areas from discovery through dev-ready handoff, and led AI thinking across the products I work on. Previously founded a design studio delivering website redesigns and in-product onboarding for early-stage teams.

WORK EXPERIENCE

December 2021 - Present

UI/UX Designer - Smartstream Technologies

Global fintech provider of AI-enabled data and transaction management for tier-1 financial institutions.

- Led AI-feature design across the product, identifying where AI can reduce operator effort and designing the resulting features, from co-leading a cross-product AI agent that lets users action complex workflows through chat and agentic execution, to owning AI-suggested automations (narrative cleansing, event handling) that cut repetitive work from minutes to seconds.
- Redesigning Corporate Actions event handling end-to-end, replacing a flat task list with a status-driven event model and layered data hierarchy. Operators now resolve events faster and managers get a real-time bird's-eye view. Delivered ahead of schedule, saving £50k+ in projected development rework.
- Built Smartstream's first structured user-research program from scratch. Recruited 10 participants across multiple tier-1 client institutions, ran discovery interviews and usability tests, and fed findings directly into the product roadmap to reduce delivery risk.
- Owned the full product design surface for Aurora, Smartstream's reconciliations and payments product, over 12+ months. Defined core workflows, information architecture, and reusable UI patterns across multiple modules, including building the Securities module from zero to cover complex operational use cases end-to-end.
- Facilitated a 2-day cross-functional UX workshop in Vienna, aligning Product, Engineering, QA, and Documentation on scope and priorities for the Securities module. Translated workshop outputs into implementation-ready designs and developer handoff documentation.

October 2020 - December 2021

UI/UX Designer - SmartSindicó

Digital platform for condominium management across Brazil.

- Redesigning the legacy marketing website through user interviews and iterative testing, improving key conversion journeys and lifting engagement by approximately 30%.
- Designed onboarding tutorials and contextual in-product guidance that improved feature adoption and self-serve learning. Tutorials surpassed 20k downloads.

January 2020 - April 2021

Founder / Lead Designer - Theos Studio

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Independent design studio for web, mobile, and SaaS products serving early-stage teams.

- Founded and ran a small studio end-to-end: scoping engagements, leading discovery sessions, defining information architecture, and delivering high-fidelity UI with developer handoff, primarily for seed-stage startups shipping their first product.
- Created lightweight design systems and reusable component libraries so clients could scale their products consistently without ongoing design support.

EDUCATION

Bachelor of Arts (Honours) - Business Management (Marketing)

2023, The Open University - United Kingdom

TRAINING

General Assembly - User Experience Design Bootcamp

Google - UX Design Professional (V2)

IBM - Enterprise Design Thinking (Co-Creator; Team Essentials for AI)

FIAP - Design Thinking; User Experience

PROJECTS

AI Outreach Pipeline Exploration - 2026

- Designed and built an end-to-end automated outreach system for Theos Studio: scrapes local business data, enriches each lead with brand assets, auto-generates personalised design mockups into a templated outreach, and sends tailored cold emails. Zero manual steps from lead discovery to first touch.
- Stack includes AI agents for lead enrichment and content generation, orchestrated through Codex.

CORE SKILLS

Strategy & Structure - Information Architecture, User Flows, Journey Mapping, Interaction Design, Design Systems

Research & Validation - User Interviews, Usability Testing, Synthesis & Prioritisation, Workshop Facilitation

Delivery - Prototyping, Stakeholder Management, Cross-functional Collaboration, Design-to-Dev Handoff

AI-Augmented Design - Designing AI-powered product features, architecting AI automation workflows, AI-assisted prototyping, design system automation, research synthesis with LLMs

Tools - Figma, Dovetail, Jira, Notion, Zeroheight, Miro, FigJam, PostHog, Lovable, Claude, Claude Code, Codex

LANGUAGES

English - C2, Fluent

Portuguese - C2, Native

Spanish - B1, Working proficiency

Italian - A1, Basic

French - A1, Basic