

Thiago Soares

• Senior Product Designer & UX Engineer

Professional Experience

May 2025 – Present Fintech · Payments · B2C · 20M+ users

Senior UX Designer · Progressive Leasing

- Redesigned the MyAccount self-service platform end to end: information architecture, payment flows, account states and design system. **Raised payment success from 69.5% to 97.2%**, validated with real traffic.
- Built **BridgeUX**, an AI/MCP middleware that automates 100+ Figma operations, compressing days of design work into minutes; prototype with **Figma Make**, **Google Antigravity** and **Claude Code**.
- Apply AI-assisted analytics and usability research to simplify legacy workflows and reduce friction in customer journeys.
- Embedded UX partner for P1 engineering squads and senior stakeholders: turn complex requirements into specs, prototypes and design-to-code handoff (Agile).

Aug 2023 – May 2025 Cybersecurity · B2B SaaS · Dashboards

Senior UX Designer · GlobalLogic for Coalfire

- Owned end-to-end UX for Hexeon (formerly Neuralys), Coalfire's pentesting SaaS: heuristic audit, information architecture, dashboards and a dark-mode design system. **Cut time to detect by 36%**, from 11 to 7 days.
- Ran user interviews and Maze usability tests to iterate on data-heavy workflows; shipped WCAG-compliant UI.
- Partnered with product and engineering teams across time zones in English, tying UX decisions to product KPIs.

Aug 2021 – Jul 2023 Retail · Omnichannel · Self-checkout

UX Designer · Falabella

- Designed self-checkout (SCO) experiences end to end, from discovery and concept to full-scale retail rollout.
- Ran user interviews, remote usability testing and iterative wireframing and prototyping in Figma, informed by Maze insights.
- Introduced interaction patterns that shortened checkout time, raised task completion and improved customer satisfaction.

Dec 2020 – Jul 2021 Telecom · Mobile app

UX/UI Designer · Multiplica for Entel

- Optimized key mobile app journeys through A/B testing and product analytics, increasing engagement and retention.
- Built and maintained a scalable design system (components and guidelines) for brand consistency across the app.

Jul 2018 – Nov 2020 Insurance & Finance · Web portals

Front-End Developer · Multiplica for Sura

- Built responsive, accessible (WCAG) front-end for SURA's public and private portals with Angular, JavaScript, SCSS and Node.js.
- Worked with UX designers in Scrum to improve performance and usability through iterative releases.

Jul 2015 – Jun 2018 Energy · Utilities · Digital platforms

Lead UX Designer · Chilquinta Energía

- Defined UX strategy for energy-sector digital platforms, from user research to launch.
- Managed external design and development vendors; set usability guidelines, style guides and a usability testing framework.

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Remote · Overlaps US time zones

Brazilian & Chilean citizen
Authorized to work in both countries

Profile

Senior Product Designer & UX Engineer with 15+ years in digital product transformation across regulated and high-traffic sectors: FinTech, Cybersecurity, Retail, Telecom and Energy.

I design and ship: from research and Figma to production React, with AI-accelerated workflows. Continuous usability testing (Maze) and WCAG compliance on every product.

Selected Impact

97.2%

payment success, up from 69.5% · Progressive

-36%

time to detect, 11 to 7 days · Coalfire

100+

Figma operations from code · BridgeUX

20M+

users on the platform I redesigned today

Core Strengths

UX / UI DESIGN

AI-native UX

AI-augmented research

Information architecture

Rapid prototyping

Design systems

Accessibility (WCAG)

DESIGN ENGINEERING

TypeScript

React 19

Tailwind 4

Git

Storybook

MCP

Vue

Angular

LANGUAGES

English · C1

Spanish · native

Portuguese · native



Feb 2014 – Jun 2015 Fintech · Trading software

UX Designer & Front-End Developer · Vmetrix

- Established UX principles, usability standards and interaction patterns for the V3 VMETRIX financial software suite.
- Built responsive UI for a complex, data-rich product (Polymer, Vaadin, SASS, JavaScript, Node.js).



Nov 2013 – Jan 2014 Digital agency · Retail & Pensions

Front-End Developer · Cardumen

- Built high-performance, responsive UIs for **Ripley** and **Habitat AFP**, optimizing load times across devices.



Dec 2012 – Nov 2013 Investment banking

UI Designer & Front-End Developer · Banchile Inversiones

- Created interactive prototypes for executive reviews and built approved designs in AngularJS, Material and Bootstrap.



Sep 2010 – Nov 2012 Marketing · Web

Designer · Andexpport

- Led digital marketing campaigns, website redesigns and audiovisual content for brand-aligned web experiences.



Projects



BridgeUX

My own tool to read, write, export and tokenize Figma designs from code and the terminal. 100+ operations, used daily.



StratNova

A WhatsApp SaaS with AI, built with a team of AI agents across nine servers. The model interprets; the code executes.



soares.cl

Portfolio with two case studies in three languages, designed in Figma and shipped in React with Claude Code in two days.



Education

2022 – 2026

Bachelor's Degree in Computer Software Engineering

Universitat Oberta de Catalunya

2014 – 2016

Double Master's Degree in UX Design

ESDESIGN Barcelona School of Design
Universidad Internacional de Valencia (VIU)

2005 – 2010

Bachelor of Design

Universidad de Valparaíso

2008

Diploma in Universal Design

Universidad Andrés Bello



"*Thiago is a genuinely technical AI developer who can build with Claude in ways most designers can't.*"

Stacy Holmstedt · Director of Product Design, Progressive Leasing



Product Design

- AI-native UX: LLM features, agents, conversational flows
- Design systems: tokens, Figma Variables, Code Connect
- High-fidelity prototyping, in Figma and in code
- Information architecture & end-to-end user flows



Design Engineering

- TypeScript, React 19, Vite, Tailwind CSS 4
- Component libraries documented in Storybook
- Accessibility (WCAG 2.2 AA), performance, responsive
- Git & GitHub, CLI, Playwright for visual QA



Research

- AI-augmented research: interviews, synthesis, journeys
- Unmoderated tests: first-click, expectation gaps, quizzes
- Usability testing, heuristic audits, A/B experiments
- Product analytics & behavior insights



AI Workflows & Process

- Agentic workflows: Claude Code, MCP servers, agent teams
- Multi-model review before shipping (Claude, GPT, Gemini)
- Agile (Scrum, Kanban), design sprints, workshops
- Remote, cross-functional teams in three languages



Design & Prototyping

Figma

Variables and Dev Mode

Figma Make

AI prototypes from prompts

Framer

Interactive sites and motion

BridgeUX

My MCP bridge, Figma ↔ code



AI & Agents

Claude Code + MCP

Design-to-code, agent teams

OpenAI Codex

Build and code review

GitHub Copilot

Pairing and review

Gemini & Antigravity

Rapid prototyping



Build & Ship

Storybook

Living component docs

GitHub

Versioning and pull requests

Playwright

Automated visual QA

Cloudflare

Deploy and hosting



Research & Teams

Maze

Unmoderated usability tests

Hotjar & Umami

Behavior and product analytics

Jira & Confluence

Backlog, specs, decisions

Miro & Mural

Workshops and co-creation