Arthur Avila

Lead Product Designer



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Florianópolis, Santa Catarina, Brazil

Profile

Lead Product Designer with 5+ years of experience, currently leading design for Bentkey's streaming + news products across iOS, Android, Web, and TV. My focus is the space between design and code: design systems and token pipelines (DTCG, Style Dictionary), Figma DesignOps and handoff automation, component documentation, and product analytics that turn design decisions into prioritized roadmaps. I treat code as the source of truth and design files as living exploration, automate the repetitive parts of the work, and ground decisions in data — deciding what's worth building before deciding how it should look.

Experience

Lead Product Designer
Format-3
Jan 2024 – Present
Greater London · Remote

Embedded with Bentkey Ventures, a US media company running a multi-format platform — film & series streaming, news and editorial, podcasts, and community features. I lead design across iOS, Android, Web, and TV, on a team serving 25–30 stakeholders.

Design systems & DesignOps: Figma component libraries, W3C DTCG design tokens with Style Dictionary pipelines (CSS, Swift, Compose), automated component documentation, and dev-handoff tooling. **Product design** across all four platforms. **Product analytics:** Mixpanel dashboards and insights that ground roadmap prioritization.

→ Introduced product thinking to a large stakeholder organization, shifting conversations from "how it looks" to "why we're building it".

→ Continuously closing the design–engineering gap through the design system, automated docs, and design-to-code token pipelines.

Product Designer
Astrik
Apr 2023 – Jan 2024
San Diego, CA

Sole product designer at an early-stage startup building an AI-powered hiring platform: meeting recording, AI-generated summaries and topic extraction for recruiters, and a better experience for candidates. Owned design end-to-end — product dashboards, a Chrome extension, and the core interview workflows — working directly with founders and engineers from concept to prototype.

→ Delivered the product prototype that secured the company's investor funding.

Product Designer
AKQA
Oct 2022 – Apr 2023
Amsterdam

Foundation team — the design system group serving Toyota and Lexus digital platforms. Focused on bridging the two brands' platforms, similar in structure but different in execution, by unifying foundations and components so every team building on top of them could ship faster.

Earlier experience

Product Designer
ArcTouch
May 2022 – Oct 2022
Florianópolis, Brazil

Product design for enterprise clients at a mobile-first agency, including work for Pfizer and Dell.

UX/UI Designer
Atom6 Design
Jan 2021 – Apr 2022
Florianópolis, Brazil

UX/UI design for digital products across web and mobile.

Graphic & UX/UI Designer
J&A Soluções Inteligentes
Nov 2017 – Nov 2020
Florianópolis, Brazil

Three years across two roles: Graphic Designer (Nov 2017 – Feb 2020), then Graphic & UX/UI Designer (Feb – Nov 2020).

Graphic Designer & Co-founder
SEEMIPRO
Mar 2018 – Nov 2019
Florianópolis, Brazil

Co-founded and ran the design side of a small studio.

Endomarketing Intern
Segware
Apr 2017 – Nov 2017
Florianópolis, Brazil

Internal communications and marketing design.

Community

Advocate
Friends of Figma, Floripa
Jun 2022 – Present
Florianópolis, Brazil

Community advocate helping organize design events in the region — from setting up the coffee break to presenting real cases from my day-to-day work. Staying close to the local design community keeps me learning as much as I (hopefully) contribute.

Education

Estácio
Bachelor's, Advertising and Marketing
2017 – 2021

SATC
Course, Advertising and Marketing
2013 – 2015

Skills

Design systems
- Figma component libraries
- W3C DTCG design tokens
- Style Dictionary pipelines
- Component documentation

DesignOps & engineering
- Figma-to-code handoff automation
- Design engineering
- CSS · Swift · Compose token output
- AI-assisted workflows

Product
- Multi-platform design (iOS, Android, Web, TV)
- Product analytics (Mixpanel)
- Roadmap prioritization
- Training & development

Certifications

- Memorisely AI Design System Bootcamp
- Figma Basics
- User Interface Design for Beginners
- Video Editing — Essential
- Illustrator course, emphasis on visual identity

Languages

English — Full professional

Portuguese — Native