

Sibelius Claussen

Senior Product Designer · Discovery to Delivery · Scale-ups & Marketplaces

LinkedIn: [linkedin.com/in/sibeliusclaussen](https://www.linkedin.com/in/sibeliusclaussen) | Portfolio: [Access my portfolio](#)

Presentation: [Access my presentation](#)

SUMMARY

Senior Product Designer with 14+ years taking complex, ambiguous product problems from discovery through to shipped, measurable experiences — in SaaS, fintech, education, and marketplace platforms.

I work across the full spectrum: user research and synthesis, information architecture, interaction design, design systems, high-fidelity interfaces, prototyping, usability testing, and collaborative handoff with engineering. I don't wait for the roadmap to be defined — I help define it, connecting design decisions to business outcomes and advocating for users in cross-functional discussions.

At Quaddro — a marketplace platform for freelancers and small businesses — I built the company's first design system and research practice from scratch, reducing design inconsistencies by 75% and driving a 45% increase in feature adoption. At Apoia.se, Brazil's leading creator crowdfunding platform, I lead product design end-to-end across a product supporting 100k+ campaigns and R\$150M+ in transactions. I'm energised by environments where clarity has to be built, not handed to you — and I move with urgency without cutting corners.

SKILLS

- **Discovery & research:** user interviews, synthesis, insight framing, journey mapping, usability testing
- **Design execution:** interaction design, information architecture, high-fidelity UI, prototyping, design systems
- **Systems thinking:** multi-squad Figma libraries, tokens, documentation, governance
- **Cross-functional fluency:** structured handoff, async collaboration, PM and engineering partnership
- **Metrics-driven design:** adoption, engagement, conversion, experiment read-outs
- **AI-assisted workflows:** exploration, content, rapid prototyping
- **Accessibility:** web a11y best practices for forms, content and navigation
- **Tools:** Figma, FigJam, Notion, Jira, Amplitude/Mixpanel, HTML/CSS basics

EXPERIENCE

Design Lead (via Redesenhe)

APOIA.se, Porto Alegre, BR — Remote — Part-time · 09/2022 to Present

- Leading design strategy and system architecture for Brazil's leading creator crowdfunding platform, aligning UX decisions with business KPIs: creator activation, recurring support, and revenue
- Spearheading a platform-wide UX redesign, simplifying journeys for creators and supporters across a product supporting 100k+ campaigns and R\$150M+ in transactions
- Constructing and evolving a multi-squad design system in Figma (components, tokens, patterns) enabling faster, consistent delivery across web touchpoints
- Running discovery and research cycles to identify friction points, shape roadmap priorities, and validate solutions with real users before shipping
- Collaborating with PMs and engineers to ship features iteratively, monitoring impact on engagement and monetization after each release

Creative & Innovation Director · Founder

Redesenhe, Teresópolis, BR — Remote · 06/2024 to Present

- Running a strategic product design studio, helping SaaS, fintech, and marketplace products move from ambiguous problems to shipped solutions
- Leading discovery, user research, and product definition for complex web platforms, owning the full journey from problem framing to delivery
- Designing client-specific design systems and workflows in Figma, reducing rework and shortening time-to-market

Senior Product Designer

Quaddro, São Paulo, BR — Remote · 09/2022 to 05/2024

- Built the company's first design system from zero — reducing design inconsistencies by ~75% and improving cross-team efficiency by ~50%
- Led user and market research across 4 SaaS product lines, translating insights into roadmap decisions and design opportunities
- Drove a 45% increase in feature adoption through a metrics-driven, user-centred design process
- Designed complex interaction patterns for financial and scheduling flows, partnering closely with engineers throughout implementation

Product Designer

APOIA.se, Porto Alegre, BR — Remote · 07/2021 to 09/2022

- Led a full platform overhaul focused on accessibility and clear user journeys, resulting in measurable engagement improvements
- Architected and deployed Apoia.se's first design system, accelerating design-to-development handoff
- Set up the company's first user research practice, bringing qualitative and quantitative data into roadmap decisions

UX/UI Designer

Semantix AI, São Paulo, BR — Remote · 12/2020 to 07/2021

- Designed interfaces for internal data platforms, improving usability across complex analytical workflows
 - Conducted user and stakeholder research to identify friction points and propose targeted UX improvements
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EDUCATION

Bachelor of Industrial and Product Design PUC-Rio, Brazil · 2012 to 2017

CERTIFICATES

The Revolution of Branding, Ana Couto · 06/2025

Generative AI for Marketing & Visual Content, USP · 10/2024

LANGUAGES Portuguese: Native | English: Full Professional | Spanish: Full Professional