Izaias Cavalcanti

Product designer and design engineer

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Based in São Paulo. Remote with teams in the Americas and Europe. Open to relocation with sponsorship.

Looking for a Staff or Lead role on a product team.

Outcomes

+300%
Workflow Designer usage in the six months after my redesign at Netlex.

70% faster
Audits at Netlex, from days to hours, with a visual diff of versions.

2 to 10
The design team I grew at Netlex.

Experience

2025 to now — **IUQO** **Lead Product Designer & Design Engineer**
- Built the company's core Design System, 8 foundation layers and 20+ production components, and Aurora, where one tokens file feeds CSS, TypeScript and Figma.
- Designed and built Via, a queue management product, through to its Phase 1 pilot in September 2026.
- Designed and built Compresso, an open source image compressor whose library is 3.6 KB gzipped.

2021 to 2026 — **Netlex** **Lead Product Designer**
- Grew the design team from 2 to 10, with a Storybook library and contribution standards shared with engineering.
- Redesigned the Workflow Designer. Usage grew 300% in six months.
- Designed a visual diff of workflow versions that made audits 70% faster, from days to hours.

2020 to 2021 — **Visa, via Hyperativa** **UX Designer**
- Cut sign up from three steps to two, with password rules met while typing and plain errors under each field.
- Designed four sign up orders within backend limits. Stakeholders chose the rigid one for data integrity, and I made its card step and dead ends kinder.
- One flow for 15 regions, which teams implemented 3× faster.

2015 to 2017 — **Gigster** **Technical Product Manager**, San Francisco
- Led globally distributed teams building enterprise mobile software.

2013 to 2014 — **UNIT9** **Business Partner and Executive Producer**, London
- Opened and ran the Latin American operation.
- Produced work for Google and Citroën.

2011 to 2014 — **IUQO** **Founder**
- Founded and ran a remote design and engineering studio.
- Made interactive marketing sites for Google (via BBDO and UNIT9) and Citroën.

Selected products

Via Queue management that lets people choose how they wait. Phase 1 pilot shipped in September 2026. via.izaias.xyz

Compresso Image compression in the browser that never uploads a file and never returns a bigger one. compresso.izaias.xyz

SignalDesk A free stock screener that keeps every signal on the public record, wins and losses. signaldesk.izaias.xyz

Everyday Services Study An open experiment where only the wording changes, in three languages. everydayservices.study

Research and writing

From Cognitive Load to Cognitive Distance. A free book, 118 pages. book.izaias.xyz

Cognitive Distance in Information Systems: From Concept to Measurement to Field Evidence. In peer review.

Skills

Product design, UX research and measurement, Design engineering, Design systems, Accessibility, Prototyping, Growing and leading design teams

Tools

Figma, Storybook, React, Next.js, TypeScript, Tailwind CSS, Supabase, Vercel, Playwright, axe-core, Vitest, Python

Education

2025 — **University of São Paulo (USP)** HCI · Digital Accessibility

FITO BA in Marketing and Advertising

ITB Technical course in Computer Technology

Languages

Português native, English fluent, Español basic