

Thiago Xikota

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ABOUT

Product Designer with 5+ years of experience and a Computer Science background, currently impacting **40M+** users at Wellhub. Scaled design systems for SaaS and gov-tech (**2M+** users at MEC). Deep WCAG accessibility expertise (277-finding audit published at UFSC). Bridges design and engineering with Python, React, HTML/CSS, and CI/CD-integrated accessibility testing.

EXPERIENCE

Product Design Specialist at Wellhub (formerly Gympass)

Sep 2025 - Present | Remote (Global)

- Redesigned check-in and booking flows end-to-end from discovery and solution definition to delivery, for **40M+** users across **16 countries**, validating impact via A/B testing and funnel analytics in close collaboration with multidisciplinary teams (PM, engineering, business) using session replay.
- Advanced interface accessibility from WCAG A to AA, across **15+ screens**, documenting 30+ design decisions and resolving findings before quarterly release by running Axe/Lighthouse audits and coordinating remediation with engineering teams.

Product Designer at PariPassu

Jul 2025 - Oct 2025 | Florianópolis, SC (Hybrid)

- Built the design system from scratch for a food traceability SaaS, with **110+ components** and 80% reuse rate, reducing handoff time by 40% using design tokens, Figma libraries and documented guidelines connecting design and engineering.

Lead Product Designer at Multidrop

Sep 2024 - Aug 2025 | Cologne, Germany (Hybrid)

- Reduced user activation abandonment from 50% to 25% as the sole designer in a startup with no PM, cutting activation time by 40% and reducing daily support ticket volume by engineering a linear guided onboarding flow that compressed Time-to-Value.

UX/UI Designer at Laboratório Bridge (MEC)

Jul 2022 - Jul 2025 | Florianópolis, SC

- Redesigned the 'Jornada do Estudante' registration flow for the Ministry of Education, increasing form completion rate by 20%+ for **2M+** active users by leading discovery, testing hypotheses, and making data-driven design decisions: pivoted to modular flow after single-page hypothesis failed in testing.
- Scaled the Bold Design System with GitHub-integrated design-to-code versioning, reducing design-to-dev time by 35% for **5+ teams** across 7 gov-tech products using **120+ documented components** and semantic HTML architecture.

UX/UI Designer at Pixel - Soluções Digitais (Junior Enterprise)

Feb 2021 - May 2023 | Florianópolis, SC

- Led corporate rebranding and organized 'Pixel Init' tech event with Google and Nubank speakers, attracting **1,000+ participants**, managing **20+ members**, and delivering 6 client projects while assuming full legal and fiscal responsibility as elected president and FEJESC counselor.

SKILLS

Design: Product Design • Design Systems • WCAG Accessibility • Inclusive Design • Interaction Design • Prototyping

Tools: Figma • FigJam • Miro • Antigravity

Research: User Research • Usability Testing • Data-driven UX • A/B Testing

Technical: HTML/CSS • Design Tokens • Python • Git/Version Control • React • Agile/Scrum • Claude Code / MCP

EDUCATION

Universidade Federal de Santa Catarina (UFSC) | B.S. Computer Science | 2021 - 2026

Sapienza Università di Roma | Exchange in Applied Computer Science and AI | 2025 - 2026

LANGUAGES: Portuguese (Native) • English (Fluent (C1)) • Italian (Intermediate (B2)) • Japanese (Basic (A2))

PROJECTS

WCAG Audit: Bold DS + DSGov - <https://repositorio.ufsc.br/handle/123456789/270866>: Published thesis: 277 WCAG violations across 2 gov-tech design systems (Axe, Lighthouse, WAVE, JAWS, NVDA)

GenAI Co-Creation (IARIA): AI-assisted design convergence research with participants from Brazil and Germany

Book: Design Engineering e IA (Alura): Bridging UI/UX design and AI-powered code generation