

Thiago Xikota

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ABOUT

Product Designer and founder of Xikota Design, focused on AI strategy, workflow consulting, and interface design for teams that need practical adoption instead of hype. Combines 7+ years in product design, Computer Science training, AI specialization at Sapienza Rome, GenAI research at UFSC, and past enterprise-scale work at Wellhub. Leads The AI Collective Florianópolis and builds human-reviewed AI workflows across Figma, code, content, and operations.

EXPERIENCE

Founder, AI Consultant and Product Designer at Xikota Design

Apr 2026 - Present | Florianópolis, SC (Remote/Hybrid)

- Founded an independent design and AI consultancy for teams adopting generative AI in real workflows, covering strategy, workflow audits, interface design, prompt systems, and human-reviewed automation by combining product discovery, Figma systems, Claude Code, MCP integrations, and implementation checks.
- Built a public proof base for AI-assisted design practice, through Xikota Design, The AI Collective Florianópolis, a forthcoming AI/design book, and open-source design-system work turning experiments into reusable methods, content, proposals, and portfolio evidence.

Product Designer at Wellhub (formerly Gympass)

Sep 2025 - Apr 2026 | Remote (Global)

- Contributed as Product Designer to enterprise-scale product journeys at Wellhub, using the context of a global corporate wellness platform with **50M+** users as credibility for complex workflow design working across product surfaces, design-system quality, accessibility, and NDA-safe storytelling.

Lead Product Designer at Multidrop

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

- Doubled new-user activation from 25% to 50% 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

Strategy: Consulting and Facilitation • AI Adoption Strategy

AI: Prompt Systems • AI Workflow Design

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

Xikota Design: AI Workflow Consulting - <https://xikota.design>: Consulting practice for AI adoption in design, product, content, and operations with human-reviewed automation.

Touch Grass Design System - <https://timeouts.app/touch-grass>: Open-source brutalist design system delivered with Claude Code, multi-platform tokens, tests, docs, and accessibility checks.

The AI Collective Florianopolis: Local AI community leadership focused on practical learning, events, and responsible adoption.