COSME FAÉ

Design Leader · Builder · AI-Driven Product Strategy
hellofae.com/portfolio · hellofae.com/contact · linkedin.com/in/cosmefae
Based in LatAm · EU Citizen · Remote-first

Summary

Designer and builder with 20+ years making complex products usable (fintech, insurtech, fashion, enterprise) and a decade shipping my own products on the side. Led brand overhauls for international expansion, shipped products that didn't exist before (a chronic-risk simulator for insurance, the world's first crypto ETF), built design systems that stuck. Also co-founded and built a Shopify app end-to-end (product, design, coding) and now runs a stack of AI agents that automate my own workflows. The boring stuff is what I actually care about: handoff discipline, component governance, team rituals that survive headcount changes.

Experience

Dasa, Healthcare & Diagnostics (Brazil)

Staff Product Designer · Remote · Apr 2026 – Present

- Leads AI and agents initiatives within the design team, working directly on the future vision of the company's digital products.

Health and Well-being, Career Break

Aug 2024 – Jan 2025 (6 months)

Paused deep work to live across Southeast Asia, Hong Kong, Korea, Japan.

Hello Faé, Indie Hacker

Designer & Builder · Remote · Jul 2019 – Present

A calm space for hacking better futures through design and human insight.

- **Boleto Recovery, Co-founder & Design Engineer** (2020–2024). Shopify app that recovered abandoned boleto checkouts for Brazilian e-commerces. Built and ran it solo end-to-end (product, design, and front-end). 12,200+ installs, peak of 720 active merchants, $162K+ in lifetime earnings (85% recurring revenue), 5/5 rating.
- **AI agent automation.** Built and run a personal stack of AI agents (finance tracking, daily briefs, content ops) that cut my own admin time to near zero.
- Designing for AI, fintech, and automation startups: early-stage product work, from positioning to UI.
- Mentoring founders and designers on AI agents and design-to-code workflows.

Hashdex, Global Crypto Asset Manager

Design Manager · Remote · Apr 2021 – Aug 2024

- **Brand redesign for US/EU expansion.** Hashdex was entering the US and European markets and needed a brand that worked globally. Led the redesign end-to-end: new identity, 150+ assets (web, mobile, decks, marketing), adapted for regional contexts. Internal tracking showed ~30% lift in aided brand recall across target markets.
- **ETF product launches, including HASH11.** Designed the experience for 5 ETF launches. HASH11 was the world's first crypto ETF: marketing materials, product docs, in-app flows. The hard part: making crypto legible to traditional investors who didn't care about blockchain.
- **AI tooling for product squads.** Introduced AI agents across 8+ squads for design, sales, content, and compliance workflows (2022-2023, early). Cut iteration time roughly in half for repetitive asset work.
- **Design system with real adoption.** Built a Figma-based system: 100+ presentation templates, 50+ web pages, 20+ educational primers, one ops platform. 90%+ component usage across the team. Before the system, a deck that should take a day took a week.
- **Team of 5 across time zones.** Ran design for BR/US/EU. Weekly critiques, async handoff rituals, review gates: consistency without funneling every decision through me.
- **Production efficiency.** Cut average asset turnaround ~40% through automation and component libraries. Trained the team on the workflows; adoption mattered more than the tooling.
- **Website redesign.** Restructured the site's information architecture (product pages were buried three clicks deep). Retention up ~25%, time-on-site up ~35%.

WinSocial, Insurtech Scale-Up (Brazil)

Head of Product Design · Founding Member · Hybrid · Aug 2016 – Mar 2021

- **Research-driven product decisions.** 50+ user interviews, 15+ focus groups, all with people who couldn't get traditional insurance due to pre-existing conditions. The research showed our first model was too complex. Pivoted based on those findings; opened up the addressable market significantly.
- **Chronic-risk simulator.** Designed a tool that let users with chronic conditions (diabetes, hypertension) see their insurability in real time. First of its kind in Brazilian insurtech. Lead conversion jumped ~75% after launch. It became the company's flagship product.
- **Co-creation with diabetes influencers.** Partnered with 10+ major diabetes influencers, not for marketing, but to run validation workshops with their communities. Built personas and tested features with real users before any line of code.
- **Insurance management platform.** Led design of the ops platform (most profitable product in the portfolio). 98% feature adoption, 4.8/5.0 satisfaction, and support ticket volume dropped sharply after launch.
- **Design culture from zero.** No design process when I joined. Built critique frameworks, research methodology, component library from scratch. The company grew 400% in valuation during my time there.

Petrobras, Oil and Gas (Brazil)

Senior Product Designer · Brazil · Aug 2011 – Aug 2016

- **Enterprise dashboards for oil rig operations.** Internal tools for rig operators and supervisors, people working in high-stress, error-prone environments where a confusing interface is a real risk. Simplified key workflows; ~20% efficiency gain in operator tasks.
- **Field research.** 25+ usability tests, 8 focus groups, some on-site at the platforms. Watching someone use a dashboard on a rig teaches you things a meeting room never will.
- **Prototyping and front-end.** Built interactive prototypes and did front-end work myself, which shortened the feedback loop with engineering and cut the "that's not what I meant" cycles.
- **5+ internal tools at scale.** Systems used by 500+ people across distribution, logistics, and platform management. Designing within Petrobras's bureaucracy, safety requirements, and approval cycles was the real constraint.

Skills

Design & Product: Figma, Framer, Design Systems, Design Ops, Product Strategy, Brand Strategy, Design Sprints, OKRs/KPIs, Engineering Design, Growth Hacking
Research: User Interviews, Usability Testing, Focus Groups, JTBD, Accessibility (WCAG), A/B Testing
Technical: HTML, CSS, Prototyping, Design Tokens, Component Libraries, Design Handoff
Analytics: Google Analytics, Hotjar, Conversion Tracking, Retention Analysis
Leadership: Stakeholder Management, Team Building, Agile, Cross-timezone Collaboration
AI & Automation: AI Agent Implementation, Design Automation, LLM Integration, Workflow Optimization

---

Education

Australian Pacific College (Sydney)
General English · 2015

Instituto Infnet (Brazil)
Bachelor of Technology in Digital Graphic Design · 2008 – 2011
Capstone: Social Commerce, UX Design, and Design Thinking

Languages

English (Fluent) · Portuguese (Native)

Portfolio

hellofae.com, Projects, Stack, Skills and more about me beyond the pixels.

What I care about

Product strategy, building AI-powered products, design systems that actually get used, making regulated industries less painful for humans & bots, building teams that ship.