

# COSME FAÉ

Design Leader · Product Designer · Design Systems

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Based in LatAm · EU Citizen · Remote-first

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## Summary

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18 years making complex products usable — fintech, insurtech, enterprise. 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. The boring stuff is what I actually care about: handoff discipline, component governance, team rituals that survive headcount changes.

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## Experience

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### Freelance / Design Consulting

Designer & Indie Hacker · Remote · Present

- 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.
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### 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 6 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%.
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## **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.
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## **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.
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## **Skills**

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**Design & Product:** Figma, Framer, Design Systems, Design Ops, Product Strategy, Brand Strategy, Design Sprints, OKRs/KPIs

**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

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## Education

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**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

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## Languages

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English (Fluent) · Portuguese (Native)

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## Portfolio

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[hellofae.com/portfolio](https://hellofae.com/portfolio) — Case studies include Hashdex global brand redesign.

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## What I care about

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Product strategy, AI-assisted design, design systems that actually get used, making regulated industries less painful for users, building teams that ship.