

Micael Ilieff Porto

Product Designer

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SUMMARY

Product Designer with 5+ years of experience building user-centered digital solutions. I turn complex challenges into intuitive, effective digital products, working across the full product lifecycle — strategy, discovery, concept, and delivery — guided by a data-driven design process.

I collaborate with multidisciplinary teams of developers and strategists to design and deliver digital experiences, having worked with clients such as Bayer, MetLife, DLL, Shell, and Danone. This exposure to distinct industries broadened my ability to navigate varied markets, user behaviors, and strategic goals.

SKILLS

Product & Process: UI | UX | Discovery | Benchmarking | Research | Product Strategy | Prototyping | Dev Handoff

Design System & Accessibility: Design System | Accessibility (WCAG)

Tools: Figma | Sketch | Adobe XD | Miro | FigJam | Maze | Azure

AI Applied to Design: Claude | Gemini | MCP — building agents for accessibility audits (WCAG), generating developer handoff documentation, and wireframes already mapped to design system components

CRM: email creation and communication workflows (drip campaigns)

EXPERIENCE

WPP Enterprise Solutions Product Designer | 2024 – Present

I work across the full product journey, from concept to prototyping, development, and documentation, contributing to design decisions in partnership with product and engineering teams.

Clients: MetLife, DLL, Tennessee State Government, GSK

UI | UX | Research | Benchmarking | Discovery | Prototyping | Design System | CRM | Product Strategy | Design Leadership

VML Product Designer | 2021 – 2024

I optimized interfaces and experiences for international projects and clients, actively participating in discovery processes to define product positioning strategies.

Clients: MetLife, Danone, Shell, Bayer, LifeFit Group

UI | UX | Research | Benchmarking | Discovery | Prototyping | Design System

Possible Product Design Intern | 2021

I supported the product design team in research and prototyping activities, collaborating closely with more experienced designers on their projects and goals.

Offices: Possible Brazil, Possible Germany

UI | UX | Research | Benchmarking

EDUCATION

B.A. in Digital Design — Federal University of Pelotas (UFPel), Brazil | 2018–2023

Languages: Portuguese — Native | English — Fluent

CERTIFICATIONS

Introduction to User Experience Principles and Processes — University of Michigan (Coursera) | 2020

UX Writing — Mergo Design School | 2021

WRITING

I write about design, product, and AI's impact on the profession. Featured articles (in Portuguese):

- [O tal do design na era da inteligência artificial](#) — *On design in the age of AI*
- [Benchmarking: um guia prático](#) — *A practical guide to benchmarking*