Rômulo Sutil

Senior Product Designer · DesignOps Lead · UX/UI · Design Systems · Accessibility

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SUMMARY

- I lead designers and design systems for financial and B2B products. At Pay4Fun, as DesignOps Lead, I led DS4FUN (225 tokens and 45 components, reported), from tokens to the definition of done. Before that, at CAIXA, I brought business rules and accessibility (WCAG, eMAG) to the screen.
- I led 4 designers directly at Pay4Fun from 2022, up to 3 at a time, with 1:1s twice a month (reported); I created the Design Improvement (Melhoria de Design) and Product & Design (Produto & Design) rituals.
- 18 years in design, 7+ in digital product (before that, graphic designer, art director and advertising), in fintech and payments, systems for CAIXA through Qintess, and B2B SaaS, from discovery to handoff. Open to Senior Product Designer, Design Systems Lead or DesignOps Lead roles, 100% remote.

PROFESSIONAL EXPERIENCE

DesignOps Lead

Pay4Fun

Jan 2024 – Oct 2026 | I worked in Scrum teams and used Jira at Pay4Fun

- Led DS4FUN (Sep 2025 – Sep 2026), a new in-house design system (the previous one was outdated), with 225 tokens and 45 finished components, used by 4 designers and 25 developers (reported): tokens integrated with the front end, with theme and audience as separate axes, and governance with component tiers, a migration guide and a definition of done for components: documentation, states and behavior, with automated checks and design review.
- Organized handoff with front-end engineering: semantic tokens, documented states, a playground and an automated Figma-to-code check. Reported: −40% overall time on the first project built with DS4FUN, against the last one built without it, and Design QA rework reduced by almost 100%. A distinct measure, also reported: 30% less time from problem discovery to production (from 10 to 7 working days per feature).
- Wrote the 2026 DS and DesignOps roadmap (targets: 85% adoption, 95% Figma-to-code parity, a Health Score with indicators set by DesignOps) and documented the token automation from Figma to the repository.
- Created a Figma frame auditor (delivered): a score per category, from color and typography to WCAG contrast and 44 px touch targets, plus a handoff check (states, rules, scope, accessibility and performance).
- Made accessibility verifiable: a Storybook that fails on violations and an audit that fixed contrast (from 2.9 to 4.16:1), 44 px touch targets, reduced motion and modal focus trapping.
- Direct leadership of 4 designers at Pay4Fun since 2022, up to 3 at a time, within a group of 5 designers followed, with 1:1s twice a month, on career, feedback and listening; day to day, I guided the team with tips and plans (reported). The leadership started in the Senior Product Designer role (Oct 2022 – Dec 2023).
- Set up processes, rituals and quality standards for design work. Created the rituals Design Improvement (Melhoria de Design), to discuss what already exists, and Product & Design (Produto & Design), which applies design thinking to the business.
- In Jul–Oct 2026, within the same role, I was also Lead Product Designer in Innovation, combining design leadership with the Innovation Analyst role to find AI solutions for design and product, and stand-in Product Owner, prioritizing the backlog and writing PRDs with problem, goals, requirements, business rules and acceptance criteria.

Case study: https://www.romulodesigner.pro/en/cases/ds4fun | Leadership: https://www.romulodesigner.pro/en/leadership | Evidence: https://www.romulodesigner.pro/en/evidence

Senior Product Designer

Pay4Fun

Oct 2022 – Dec 2023

- Prototyped the main products, such as the app and the BackOffice, and designed payment journeys and dashboards, turning Central Bank of Brazil (Pix) regulatory requirements into flows with Product, Technology and business areas.
- In the Pix Wallet app, structured onboarding (30+ screens across 8 steps), device registration and transfers, with paths for errors and security restrictions and accessibility (TalkBack and VoiceOver, with usability tests with blind and low-vision users). Reported: of onboardings completed in 2024, 94% had a Pix sent within 5 minutes of starting.
- Used ChatGPT, Claude, v0 and Figma AI for HTML/CSS prototypes and MVP validation before development.

Case study: https://www.romulodesigner.pro/en/cases/pix-wallet

Qintess

May 2019 – May 2022 | 3 roles | Placed at Caixa Econômica Federal (CAIXA) as a contractor

Senior Product Designer | May 2021 – May 2022

- Created the CAIXA Accessibility Guide: WCAG 2.1 and eMAG as 30+ criteria, with right and wrong examples and each role's responsibility. Reported: adopted by 60 designers from 4 software vendors in all ongoing and planned products.
- Designed SIRFO, CAIXA's supplier approval portal, which replaced a paper process and serves every supplier in the country. Reported: contract approval in days, down from weeks; +35% efficiency (average service time plus contract managers' lost time) and the 2022 Quality Seal.
- Mapped business rules and AS-IS/TO-BE flows and produced specifications to align business, product and engineering. I worked in Scrum teams and used Jira at Qintess.

Product Designer (mid-level, "Pleno") | May 2020 – May 2021

- The project's only designer, with no direct supervision, responsible for final design decisions and for planning and running the user research.
- SIRFO research: an audit of the physical approval process, 8 interviews and 5 usability tests with a range of suppliers, journeys, personas and blueprints; experience measured with SUS and NPS.
- Wrote the error messages (UX writing), one per case, and designed journeys with personal data and consent in compliance with LGPD.
- From time to time guided 2 new designers on other projects and ran one hiring interview (reported).

Product Designer | May 2019 – Apr 2020

- Same autonomy: the project's only designer, with no direct supervision; UX/UI and accessibility for CAIXA back-office system interfaces.

Case studies: https://www.romulodesigner.pro/en/cases/sirfo | https://www.romulodesigner.pro/en/cases/guia-a11y-caixa

Product Designer and UX Designer (freelance)

Freelance (formerly DesignerSutil)

Apr 2016 – present | Alongside full-time jobs

- End-to-end product and UX projects for clients in different industries, with AS-IS/TO-BE flows and usability tests.
- Iris (https://irisclinica.ia.br), my own B2B healthcare SaaS: product, UX/UI and design system end to end, AI with therapist approval and LGPD compliance. CRM Silmer, in production with a real client.

Lead Art Director

LK Comunicação e Marketing

Oct 2013 – Oct 2015 | Advertising agency

- Campaigns, visual identity and HTML/CSS/PHP websites, supervising interns.

SKILLS

- **Leadership and DesignOps:** direct leadership of designers, 1:1s, design rituals, processes, quality standards, design system governance.
- **Design systems:** Figma, design tokens, componentization, documentation, governance, Storybook.
- **Research and discovery:** interviews, usability testing, process audits, journeys, personas, blueprints, SUS, NPS, Design Thinking.
- **UX/UI:** flows, wireframes, prototypes, information architecture, error states, UX writing, web and mobile, handoff.
- **Product:** Product Owner (stand-in), PRDs, backlog, acceptance criteria, Scrum, Kanban, Jira.
- **Accessibility and LGPD:** WCAG 2.1, eMAG, TalkBack, VoiceOver, design QA, consent and personal data.
- **AI and data:** Claude, Codex, ChatGPT, v0, Figma AI, RAG with source transparency; GA4, Hotjar, Microsoft Clarity, SQL.
- **Domains:** fintech, payments, Pix and Central Bank regulation, public banking, B2B SaaS, healthcare.

EDUCATION

- Technologist degree in Data Science – Faculdade Descomplica – in progress, since Oct 2024
- Social Communication – Faculdade Pitágoras – interrupted in 2012, not completed
- Design Research for Strategy and Innovation (FIA Business School) – Oct 2026
- Google UX Design and Product Design Professional Certificate – Coursera – Mar 2021 to Jul 2022
- Digital Product Design course – Môre – Mar 2023 · Product Design Nanodegree – Udacity

LANGUAGES AND REFERENCES

Portuguese – native · English: basic (A2), progressing to B1

Professional references available on request. Public LinkedIn recommendations: https://www.linkedin.com/in/romulo-sutil/details/recommendations/