

LUCAS PARAIZO

DESIGNING DIGITAL EXPERIENCES FOR BUSINESS GROWTH

+44 07484-694035 • lucasnparaizo@gmail.com • [LinkedIn](#) • lucasnp.com

(Portfolio password: abcd1)

SUMMARY

UX/UI Designer with 3+ years of experience delivering user-centred solutions for enterprise, mid-sized, and start-up clients, enhancing satisfaction and driving business growth. Proven track record of leading end-to-end design projects at Smartstream, increasing user satisfaction and reducing development costs by £50,000+ through research-driven design. Experienced in founding and scaling design operations through Vincit Agency, collaborating with cross-functional teams, and implementing design systems that enhance product consistency and development efficiency.

WORK EXPERIENCE

December 2021 – Present

UI/UX Designer - Smartstream Technologies

Global financial software provider delivering transaction management and reconciliation solutions for banks and institutions.

- Led the redesign of Corporate Actions' event workflow by conducting 15 user interviews and 3 usability tests, creating a modular design system that improved dashboard consistency. Delivered validated prototypes, achieving a 25% faster task completion, 30% fewer development iterations, and £50,000 in savings.
- Established Smartstream's first user research program, leading usability tests with 10 users across five clients to prioritise enhancements, resulting in a 20% increase in SUS scores.
- Led cross-functional workshops and stakeholder presentations, including a 2-day UX workshop in Vienna, to integrate Securities into Aurora and secure executive buy-in for enhancements, boosting positive client feedback..
- Delivered 56% of Aurora roadmap designs ahead of schedule, streamlining handoffs and accelerating development timelines.

October 2020 – December 2021

UI/UX Designer (Project based) - SmartSindicó

Tech platform offering digital tools to streamline property management for condo administrators and residents.

- Redesigned SmartSindicó's website, optimizing user journeys through user interviews and iterative testing, increasing engagement by 30% and driving revenue growth.
- Enhanced navigation and content discovery through iterative information architecture, improving usability for 14,000+ app users during onboarding.
- Crafted intuitive tutorials and blog layouts, aligning with business goals to boost user retention and satisfaction.

January 2020 – April 2021

Product Designer - Vincit Agency

Design consultancy I founded to craft scalable, user-focused digital experiences for startups across industries.

- Founded Vincit Agency and mentored a team of junior designers on rapid prototyping and visual design techniques, fostering a culture of innovation and collaboration.
- Delivered scalable UX/UI solutions, including a sports matchmaking app prototype, driving engagement through user advocacy and rapid testing.
- Partnered with clients to transform complex requirements into intuitive interfaces, achieving a 24% CTR increase in 30 days via data-driven design.
- Managed end-to-end design processes—user journey mapping, wireframing, prototyping, and social content—enhancing client satisfaction and business outcomes.

LUCAS PARAIZO

DESIGNING DIGITAL EXPERIENCES FOR BUSINESS GROWTH

+44 07484-694035 • lucasnparaizo@gmail.com • [LinkedIn](#) • lucasnp.com

(Portfolio password: abcd1)

EDUCATION

- **Bachelor of Arts (Honours) - Business Management (Marketing)**
2023, The Open University - United Kingdom
- **Level 2 & 1 Information Technology**
2020, Cheshire College: South & West - United Kingdom

TRAINING

- **Google**
 - UX Design Professional (V2)
- **General Assembly**
 - User Experience Design Bootcamp
- **IBM**
 - Enterprise Design Thinking Co-Creator
 - Enterprise Design Thinking - Team Essentials for AI
- **FIAP**
 - Design Thinking
 - User Experience

SKILLS

- User Experience Design; Web Design; User Interface Design; Information Architecture; Design Systems; Design Thinking; User Journey Mapping
- User Research; Usability Testing; User Interviews; UX Workshops; Prototyping; Stakeholder Collaboration; Cross-Functional Leadership
- Figma; Notion; Zeroheight; Jira; Dovetail
- Analytical Skills; Effective Communication; Detail-Oriented; Strategic Problem-Solving; Proactive; High-Quality Delivery; Quick Learner

LANGUAGES

- English (Fluent)
- Portuguese (Native)
- Spanish (Basic)