



CAIO MAX

SENIOR UX/UI DESIGNER & PRODUCT DESIGN LEADER

Senior UX/UI Designer with 10+ years of experience creating digital products, scalable design systems and AI-assisted workflows for insurance and enterprise environments.

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EXPERTISE

- UX/UI & Product Design
- User Research & Usability Testing
- Wireframing & Prototyping
- Interaction Design
- Design Systems & UI Libraries
- Accessibility (WCAG)
- Information Architecture
- UX Writing & Microcopy
- Agile / Scrum Workflows
- Design-to-Engineering Handoff
- Stakeholder Communication
- Team Leadership & Mentorship

TOOLS

- Figma
- Adobe XD
- Photoshop
- Illustrator
- WordPress
- HTML / CSS
- Cursor
- Maze
- Hotjar

AI & LLM SKILLS

- Local LLM Workflows
- Prompt Engineering
- AI-assisted Prototyping
- LLM-assisted UX Analysis
- AI Research Synthesis
- Private / Local AI Inference
- Generative AI
- AI Image Generation
- AI Video Generation
- Human-in-the-loop AI Review

EDUCATION

BA in Graphic Design
Estácio University, São Paulo
2007–2011

Google UX Design — 2022

LANGUAGES

Portuguese — Native
English — Professional working proficiency

PROFESSIONAL EXPERIENCE

UX/UI DESIGNER SPECIALIST & LEAD

Tokio Marine Insurance Company, Brazil | Nov 2019 – Present

- Lead UX/UI initiatives for customer-facing and internal insurance products with product, business and engineering.
- Designed digital quotation and purchase journeys, including auto-insurance experiences focused on simpler forms and faster acquisition.
- Contributed to 24/7 assistance experiences with geolocation and real-time tracking, plus products for customers, brokers and service providers.
- Helped build and evolve an Angular-based Design System with reusable components, accessibility guidance and documentation.
- Mentor designers, review design quality, support research and translate UX decisions into implementation-ready specifications.

UX/UI DESIGNER

Resource IT Solutions, Brazil | Feb 2019 – Oct 2019

- Led UX/UI design and research for digital banking and enterprise products.
- Reduced delivery time on an online banking project from approximately seven to three weeks through streamlined design workflows.
- Led and supported a five-person design team across UX strategy, mentorship, recruitment and design quality.

UX/UI DESIGNER

Capitani IT Group, Brazil | Jan 2016 – Oct 2018

- Delivered UX strategy, interface design and market research for corporate clients.
- Conducted usability and A/B testing and created scalable UI guidelines for digital products.

SENIOR UX DESIGNER

Gibson Tecnologia, Brazil | Jan 2014 – Dec 2015

- Designed and improved sales, inventory, CRM, accounting, landing-page and e-commerce experiences.
- Simplified internal workflows and collaborated with stakeholders on conversion-focused interfaces.

FRONT-END DESIGNER

iSolution, Brazil | Jan 2011 – Jan 2013

- Designed, developed and maintained responsive WordPress websites combining visual design and front-end implementation.
- Improved mobile usability, information architecture, SEO and conversion-focused web experiences.

SELECTED PRODUCT EXPERIENCE

DIGITAL QUOTE

Auto-insurance quotation and purchase flows with simplified forms and faster pricing.

24/7 ASSISTANCE

Geolocation and real-time tracking for roadside and home assistance.

SUPERAPP

Customer journeys for policies, payments, claims and integrated partner services.

BROKER TOOLS

Web/mobile workflows for tasks, documents, signatures and operational requests.

AI-ENABLED DESIGN CAPABILITIES

Use AI across research synthesis, UX analysis, ideation, rapid prototyping, design-to-engineering collaboration and creative exploration. Experience with local LLM inference and privacy-focused workflows, plus generative image and video tools.

Portfolio: www.caio.art.br

CERTIFICATIONS

Interaction Design — NN/g (2023) • UX/UI Design — CalArts (2022)
UX/UI Fundamentals — USP (2019)