



Nelson Jeronimo

Senior Product Designer

CONTACTS

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Senior Product Designer with 10+ years shipping end-to-end SaaS. Currently leading product and the design system at SkillUp Learning Management System (LMS), a B2B platform across USA, India and Europe.

Daily user of AI-native design tools, including Claude with MCP integrations across Figma, docs and research, ChatGPT, Higgsfield and UX Pilot. I know where these tools accelerate and where they break.

Strong in design systems, token architecture and atomic design, applied to scale teams without breaking quality.

Engineering-literate by background. I read and adjust code, open small PRs when it unblocks the team, and use AI to work through the rest.

EXPERIENCE

2025.07 - Present Remote · Portugal
SkillUp (Kautak Learning)
Senior Product & UI/UX Designer
Sole designer, defining the design direction end to end and now hiring the second. Lead product design for the SkillUp Learning Management System (LMS), a B2B SaaS across USA, India and Europe. Own the design system. Multi-role workflows for admin, instructor and learner, with team onboarding and permissions.

2023.09 - 2025.07 Remote · Portugal
Appsellerator / Gamearound
Senior Product & UI/UX Designer
End-to-end product design for software and games. Shipped flows, prototypes and production-ready UI at startup pace. Tight partnership with product owners and engineering.

2020 - 2023 Almancil · Portugal
WOWDigital
Senior UI/UX Designer & Project Manager
Led product redesigns for real estate, e-commerce and service clients. Owned multi-stakeholder projects end to end, from research to delivery.

2016 - 2020 Almancil · Portugal
Creathing.pt
Founder & Product Designer
Full-cycle product design for fintech, health, real estate and e-commerce. Research, prototyping, UI and iterative validation across multiple verticals.

2007 - 2016 Faro · Portugal
Earlier roles · Prefangol & Way2DS
IT Manager & Graphic Designer
Technical foundation behind how I think about systems and engineering partnership today. Network management, brand design and internal digital projects.

EDUCATION

2025 - in progress
User Experience Design Certification (UXDC)
The Starter · 2 of 6 modules completed

05/2025 - in progress
Google UX Design Professional Certificate (with AI)
Coursera

2008
Bachelor in Computer Engineering (incomplete)
University of Algarve (UALG)

2003 - 2005
Computer Specialist Course (Level 4) Final Grade 15/20
Pinheiro e Rosa Secondary School

1999 - 2002
Basic Computer Technician Course (Level 3) Final Grade 17/20
Professional School of Management and Maritime Technologies

KEY UX SKILLS & TOOLS

- Product design end to end
- Design systems & token architecture
- Atomic Design methodology
- Multi-role SaaS workflows
- AI-native design workflows
- Prototyping & rapid iteration
- Accessibility (WCAG) & inclusive design
- UX Writing & Microcopy
- Visual craft, typography & motion
- Agile & Scrum collaboration
- Code-literate: HTML, CSS, React basics, Git
- Tools: Figma, Adobe Suite, Framer, WordPress

LANGUAGES

Portuguese	Native
English	B2
Spanish	B1
French	A1

WHY ME?

My roots are in IT, but my work today is product design. That foundation shows up in how I partner with engineering, how I think about systems, and in the fact that I am comfortable in code. I read and adjust components, open small PRs, and use AI to work through anything past my level.

I currently lead product design and the design system at SkillUp Learning Management System (LMS), a B2B platform serving USA, India and Europe. I own the system end to end, design multi-role workflows for admin, instructor and learner journeys, and handle team onboarding and permissions.

I am a daily user of AI-native design tools in production, not as novelty. Claude with MCP integrations is now central to my daily process, plugged into Figma, docs and research. I know what these tools do well, where they break, and how to design around it. That perspective is hard to fake for someone designing the product I use every day.

Across 10 years, I have shipped end-to-end product design in agency, startup and platform contexts, from fintech and health to real estate, e-commerce and learning. I work in Agile, ship at startup pace, and care about visual craft, typography and motion as much as the systems behind them.

PERSONAL SKILLS

- Owner mentality
 - Systems thinking
 - Velocity & bias for action
 - Cross-timezone collaboration
 - Direct communication
- Self-taught
 - Easy learning
 - Persistence
 - Motivation
 - Sports

BEYOND WORK

Federated roller hockey player, currently competing in the Portuguese National Masters +35 Championship. I stay active through padel, futsal, squash and gym training, which keeps me balanced and focused. Proud father of two and find inspiration in family, music, nature and meaningful conversations.

RECENT TRAININGS

- SkillUp Online · May 2026

Prompt Engineering For Everyone
- The Starter · 2026 · UXDC module

UX/UI Design [Intermédio], Course 2 Of UXDC Certification
- The Starter · 2025 · UXDC module

Accessibility In UX Design, Foundations To Practice, Course 1 Of UXDC Certification
- ACRAL · 2021

Introduction To The Use And Protection Of Personal Data On The Digital Training Platform
- ACRAL · 2020

Management Of Business Presence On Social Media
- Etic Algarve · 2018

Short Course In Design And Communication For Social Networks

AI IN MY WORKFLOW

- Claude with MCP integrations is my daily AI workflow, plugged into Figma, docs and research.
- **Figma AI / Figma Sites** for layout generation, UI kits and automation
 - **ChatGPT** for UX writing, ideation, personas and flow planning
 - **Higgsfield** for visual and video generation, concept exploration
 - **UX Pilot** for AI-assisted UI generation and rapid layout drafts

DAILY TOOLS

Figma	Claude	Ps	Ai
Framer	WP	ChatGPT	MJ