

Lucas Andriao

Product Designer | AI Workflow Design | Prompt Systems

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PROFESSIONAL SUMMARY

Product Designer with experience designing AI-assisted workflows, prompt-based systems, and complex B2B digital products across fintech and cybersecurity. Strong track record of turning ambiguous AI capabilities into structured, usable, and scalable workflows that improve consistency, efficiency, and operational performance. Experienced in human-in-the-loop systems, documentation, experimentation, and cross-functional collaboration with product, engineering, operations, and data teams.

CORE SKILLS

AI-assisted workflows, prompt systems, prompt design, human-in-the-loop processes, experimentation and testing, documentation, workflow design, UX/UI design, wireframing, prototyping, design systems, B2B SaaS, cybersecurity, fintech, internal tools, data governance, dashboard design.

PROFESSIONAL EXPERIENCE

ISH Tech | Mid-Level Product Designer

Sep 2024 - Present

- Contributed to AI-related product initiatives in a complex cybersecurity environment, including prompt creation and wireframes for a chatbot designed to help clients navigate questions inside their virtual environment.
- Led the creation of the first Design System for Vision Portal, standardizing around 20 components across more than 25 screens and creating a scalable UX/UI foundation for the company's main product.
- Transformed complex security reports previously built as 200+ slide presentations into automated dashboards generated in approximately 10 minutes.
- Contributed to 32% growth in monthly active users and 60% growth in dashboard views, while enabling up to 5x more monthly outputs and reducing manual task time by up to 95% for security teams.

Cora Bank | Product Designer

Apr 2022 - Jan 2024

- Designed the experience for Gepetto Skills, an internal generative AI platform for customer support, enabling 92% of operational requests to be semi-automated with human review.
- Helped shape prompt-based workflows, review logic, documentation, and governance to improve consistency, speed, and safe adoption of generative AI in real operational contexts.
- Supported the implementation of an internal AI workflow with 100% data governance, enabling secure use of generative AI without exposing sensitive information externally.
- Designed Cora Cases, an internal application for managing regulatory requests and external service channels, reducing resolution time by 46% and contributing to Cora's rise from 10th to 4th place in the Reclame Aqui Awards for business banking.

PicPay | Content Designer

Jun 2020 - Apr 2022

- Designed scalable content and learning systems for internal operations and BPO teams, improving consistency, usability, and knowledge transfer across high-volume support environments.
- Created structured training materials for customer service processes, product launches, and operational refreshers, helping standardize communication and execution.
- Produced multimedia content and learning interfaces, including videos, GIFs, illustrations, scripts, and internal communications.
- Applied storytelling, visual design, gamification, and information architecture to make complex information clearer, more engaging, and easier to retain.
- Conducted desk research and stakeholder interviews to uncover needs, identify gaps, and support discovery for new training formats and content solutions.
- Organized knowledge journeys and scalable learning frameworks with a strong focus on clarity, quality, and operational performance.

Wine.com | Product Designer

Apr 2017 - Oct 2019

- Managed customer-facing communication across social media channels, supporting brand presence and engagement through clear, audience-aware responses.
- Wrote public-facing copy for advertising posts and social platforms such as Instagram and Facebook, adapting tone and messaging to different customer situations.
- Handled a wide range of customer inquiries, developing a strong understanding of user concerns, motivations, and response patterns in high-volume environments.
- Worked at the intersection of customer experience, communication, and social interaction, helping translate operational needs into more effective and engaging public responses.

EDUCATION

MBA in Marketing | Estacio de Sa University

Bachelor's Degree in Business Administration | Estacio de Sa University

TOOLS AND LANGUAGES

Tools: Figma, FigJam, Miro, Notion, Jira, Confluence, Google Workspace, Looker, Azure, Photoshop, Illustrator.

Languages: Portuguese (Native), English (Fluent), Spanish (Intermediate).