

Matheus Lideme

Product Experience Designer

São Paulo, Brazil · Hybrid or remote · matheus.lideme@live.com · +55 11 98649-5568 · linkedin.com/in/matheuslideme

Summary

Product Experience Designer with 8+ years in digital products, from development to design and product management. I connect research, business strategy and implementation: from discovery and product diagnosis to prioritization decisions and delivery with engineering. Experience in B2B SaaS (AgTech), fintech, internal systems and apps.

Experience

Product Experience Designer

2024 – 2026

BemAgro · B2B SaaS · AgTech

- Discovery, product decisions and roadmap with PMs and engineering, product metrics and the design system.
- Interim owner of the Forestry Module solution (Early Control and Harvesting): eucalyptus planting and post-harvest reports generated with aerial mapping and AI, adapted from existing solutions, launched in 2025 and used by forestry clients.
- Talked to clients and specialists to take products into a new domain; closed scope decisions with the PO and engineering, balancing the founding client and the wider market.

UX/UI Designer

2021 – 2023

7COMm · Consultancy

- MPricing (MCassab Group): redesigned the stock and sales system through interviews with sales reps, flow mapping, wireframes, a prototype and a style guide, with no retraining needed; the redesigned system is still in use.
- Uzzipay (Rovema Group): on my own initiative, opened room for a new brand proposal for the digital bank, created with the team and rolled out into sub-brands, materials and app screens.
- Research, prototyping and design systems for banks, insurers, retail, SaaS and CRMs.

Product Designer (freelance)

2023

Let's Ranking · iOS / Android app

- Redesigned an app for scheduling matches between amateur athletes, working solo with the client; pointed out monetization and market gaps and suggested revenue streams for athletes, clubs and brands.

Junior Full-stack Developer

2020 – 2021

7COMm · Consultancy

- Front-end with Angular, React and Flutter for banks, insurers, retail, SaaS and CRMs.

Web and Graphic Designer (freelance)

2017 – 2020

Self-employed

- Websites and graphic pieces as a freelancer, before moving into development.

Skills

Product	Discovery, qualitative and quantitative research, OKRs and KPIs, roadmap, backlog and prioritization, user stories, Agile and Scrum
Design	Figma, design systems, wireframes and prototyping, usability testing, Maze and Hotjar, accessible design
Leadership	Leading decisions, product ownership, engineering alignment, stakeholder management
Code	Angular, React, Flutter and Dart
Applied AI	Research synthesis, exploration and UX writing, design system checks and documentation

Education

Systems Analysis and Development · Fatec Zona Leste
Product Designer Career · Coderhouse

Languages

Portuguese (native) · English (intermediate)