

LUCAS ABDACK

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PROFESSIONAL SUMMARY

Product Designer with 10+ years of experience designing B2B and B2C digital products across healthcare, financial services, industrial and media sectors. Work spans product strategy, UX, discovery, delivery, design systems and the application of Artificial Intelligence (AI) both within the design process and inside digital products. Experienced in leading projects, designers and cross-functional teams, working across Product, Design, Engineering, Data and Operations to turn complex problems into simple, accessible, outcome-driven experiences.

SKILLS

Product & Strategy: Product Design | Product Strategy | Discovery | Delivery | B2B | B2C | SaaS | Product Metrics (NPS, CSAT) | Scrum | Kanban

Research & Experience: UX Research | Journey Mapping | User Flows | Usability Testing | Prototyping | UI Design | Accessibility (WCAG) | AI in the Design Process | AI Prototyping

Systems & Leadership: Design Systems | Design Leadership | Mentoring & 1:1s | Facilitation | Stakeholder Management | Documentation

Tools: Figma | Miro | Notion | Jira | Looker Studio | Google Analytics

PROFESSIONAL EXPERIENCE

Clyvo — Staff Product Designer

Mar 2026 - Present · Industry: Digital health (healthtech) | B2B SaaS | Artificial Intelligence · Scope: Cross-functional design | Design Systems | Design leadership

- Staff Product Designer on an AI-powered healthcare platform, evolving experiences that span scheduling, intelligent medical records, telehealth consultations, automated clinical documentation and a clinical copilot.
- Directly lead two designers, owning direction, professional development and the quality of design deliverables.
- Established the company's design practice — processes, ways of working and documentation — and led the launch of its new design system.

Beep Saúde — Senior Product Designer

Oct 2024 - Jan 2026 · Home healthcare provider · Industry: Digital health (healthtech) | B2B/B2C products | Operations, logistics & supply chain

- Led end-to-end discovery and delivery initiatives, running UX research, user interviews, data analysis, journey and user-flow mapping, workshops, interface design, prototyping, usability testing, validation and post-launch follow-through.
- Led the claim-denial reduction programme with Product, Data, Operations and Engineering, cutting the denial rate from 8% to 0.9%, with an estimated BRL 1.8M in annual savings.
- Used AI in the design process to explore and validate solutions.

Aché Laboratórios — Senior Product Designer

Jan 2024 - Oct 2024 · Brazilian pharmaceutical company · Industry: Pharma & healthcare | Digital products

- Led delivery of digital products for the Healthcare Professionals segment, evolving the experiences that connect the company to physicians and other practitioners.
- Contributed to a 1% increase in lead capture and improved the Customer Satisfaction Score (CSAT) from 2.4 to 3.5.

Suzano — Senior Product Designer

Jun 2021 - Jan 2024 · Brazilian pulp and paper company · Industry: Industrial & agribusiness | B2B products and internal systems · Scope: Design leadership | Design Systems | Discovery & Delivery

- Design management: team follow-up, 1:1s, capacity planning and delivery direction.
- Design lead for Suzano's new corporate website for its centennial, coordinating internal and external teams (Tegrus) across UX and content design and translating the needs of 40+ business areas into one integrated experience.
- Led the Broto design system, building the components, patterns and processes that cut design time by 50% and contributed to a 25% reduction in time-to-market.

Itaú — Product Designer

May 2019 - Jun 2021 · Brazilian bank · Industry: Financial services & banking | B2B/B2C products · Scope: Back-office | Pensions | Discovery & Delivery

- Designed digital products for banking and financial services, running discovery and delivery in close partnership with Product Managers.
- Built B2B solutions that increased the productivity of back-office agents, alongside customer-facing B2C experiences — including user-flow and journey mapping, prototyping and interface evolution.
- Worked on pension products, balancing user needs against the business rules and regulatory requirements of a complex financial context.

MJV Technology & Innovation — Product Designer

Aug 2017 - Apr 2019 · Innovation and digital product consultancy · Industries: Financial services | Healthcare | Media & streaming

Estúdio Três — Project Manager, UX and Branding

Mar 2016 - Aug 2017 · Independent design studio · Managed UX and branding engagements for clients including ColaboraAmerica and Raccord Produções

YDreams — UX & Visual Communication Intern

Jun 2014 - Mar 2015 · UX and visual communication on interactive projects for clients including Ipiranga, Ambev and Bradesco Next

LIFE / PUC-Rio — Researcher & Front-End Developer

Aug 2013 - Dec 2014 · Research and development of mobile applications (HTML, CSS, JavaScript)

EDUCATION

UX Unicórnio — AI and UX in Practice, workshop (16h) · 2026

Applying Artificial Intelligence to design processes.

Product Arena — Metrics for Digital Products · 2021

PUC-Rio — Master's degree in Ergonomics and Usability · 2020

Research in Ergonomics, Usability and Human-Computer Interaction (HCI), focused on voice interaction.

PUC-Rio — BA in Industrial Design, Digital Media · 2016

AWARDS & RECOGNITION

Prioridade Rio grant — FAPERJ (Rio de Janeiro State Research Foundation) · 2012

Rever Vargas awarded under FAPERJ's Prioridade Rio grant.

International speaker — Universidad de Palermo, Buenos Aires · 2020

Invited to present research on voice interfaces, the central subject of the master's dissertation.

LANGUAGES

Portuguese: native | English: advanced | Spanish: advanced