Jonatas Gaigher

SENIOR PRODUCT DESIGNER · B2B SAAS · WEB AND MOBILE

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Senior Product Designer with 6+ years designing complex B2B SaaS and enterprise workflow products across web and mobile, in fintech, healthcare and insurance, and 12+ years in design with a strong visual design foundation. I take ambiguous requirements all the way to production-ready UI, simplifying workflows with multiple users, permissions, business rules and edge cases, in close partnership with founders, product managers and engineers. I design AI features people can trust, with a human in the loop, and build functional prototypes with AI-assisted coding (Claude Code, React, TypeScript).

$100k seed round supported · Shipped 0→1 B2B products in fintech, healthcare and insurance · AI features with a human in the loop

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EXPERIENCE

Layline Design Co. | Senior Product Designer | Apr 2025 – Present · Remote (US)

US-based product design studio partnering with startups and global companies. I own product design end-to-end across web platforms and mobile apps, from discovery to production-ready UI and motion.

- Howden (global insurance broker): designed and shipped Vantage, an enterprise workspace for brokers built on Applied Epic, and its AI assistant. Simplified binding, endorsements and account management for accounts with dozens of policies and a 212-vehicle fleet, and handled edge cases such as source documents that disagree.
- For Howden, designed per-action AI permissions, source citations down to the page or cell, and a human-in-the-loop approve-and-undo flow for anything the AI drafts. Built functional prototypes in React (Next.js) and TypeScript with AI-assisted coding: 4 versions in two weeks, used in stakeholder reviews.
- SocialBee (AI travel planner): designed and shipped the AI layer of the itinerary product on web and mobile: an assistant with voice input whose answers arrive as actionable cards, a chat that fills the trip form as you talk, and in-place suggestions with accept and reject, so the AI never changes a plan without the user's OK.
- Camaraderie (0→1 peer-support platform): designed and shipped the entire platform end-to-end: the community app (Base Camp, activity feed, mountains and climbs, profiles), onboarding and a profile builder, and the launch landing page, in one visual and motion language.
- Designed and shipped 0→1 native mobile apps for startup clients, from discovery and user flows to interactive prototypes and production-ready UI (native iOS and Android).

Independent Product Designer (Contract) | Senior Product Designer | Mar 2020 – Present · Remote

Designed B2B and SaaS platforms for startups in Brazil and abroad, including Boleta.ai, Ecomedic, FifthDelta and Dexper.

- Boleta.ai (fintech): sole designer of the entire web app, built 0→1, for an investment platform that consolidates investors' earnings across brokers in partnership with B3 (Brazil's stock exchange) and automates tax calculation and payment slips (DARF). Turned complex tax rules into clear dashboards and guided multi-step flows, and built its design system from scratch. The product helped the company close a $100k seed round.
- Ecomedic (healthcare sustainability): designed the platform 0→1, UX and UI, for hospitals to calculate the carbon emissions of everything they buy, from purchase to transport, as stricter European regulation requires. Turned a data-heavy compliance task into guided flows that hospital staff can complete with confidence.
- Designed complex multi-step workflows, dashboards and data-heavy B2B interfaces, from wireframes and interactive prototypes in Figma and Framer to production-ready UI.

XP Inc. | Senior Art Director | May 2023 – Apr 2025 · Remote

One of Brazil's largest investment and financial services platforms.

- Senior designer on the equities team: in-app pieces, landing pages and email for XP's variable-income investors, across the app and web.

iFood | Senior Art Director | Sep 2022 – May 2023

Latin America's largest food delivery marketplace.

- Designer for iFood Benefícios, iFood's employee benefits card for companies: in-app banners, email, print, out-of-home, events and motion.

Capitual | Art Director | Aug 2021 – Jul 2022

Fintech offering digital banking and crypto services.

- Maintained and evolved the visual identity and design system across product and marketing.
- Contributed to the launch of new digital products, including the CapCard virtual card, Pix payments, Banco24Horas withdrawals, CapPay and exchange partnerships with Binance, KuCoin and Huobi.

Aliança Embalagens | Graphic Designer | Jan 2014 – Jul 2021

- Designed packaging, brand identity and social media content.

SKILLS

Product design: End-to-end product design · B2B SaaS and enterprise workflows · Complex workflows (roles, permissions, business rules, edge cases) · Information architecture · Interaction design · UX/UI design · Web and native mobile (iOS, Android) · 0→1 products · Design systems · Data-heavy dashboards · Visual design · Motion and micro-interactions · Accessibility (WCAG)

Research and strategy: Discovery · User research · Usability testing · Workflow analysis · Rapid prototyping · Documenting workflow logic for engineering · Experimentation (A/B testing)

AI: Designing AI features (human-in-the-loop, citations, permissions, transparency) · AI-assisted prototyping and coding with Claude Code · Cursor · Figma Make

Tools: Figma (prototyping, components, design systems) · Framer · React (Next.js), TypeScript, HTML/CSS · Adobe After Effects, Photoshop and Illustrator

Domains: Fintech · Healthcare · Insurance · Regulated and compliance-heavy workflows

Collaboration: Cross-functional work with founders, product, engineering and data · Stakeholder communication · Design critique · Mentoring

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EDUCATION

Bachelor of Design, Industrial Design | Universidade Federal do Espírito Santo (UFES), Brazil | 2012 – 2017

LANGUAGES

Portuguese (native) · English (fluent)