

Lucas Teixeira

Director of Design at Fetchly Labs | Product Designer | DesignOps Leader | Design Systems

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Location: Brasília, Federal District, Brazil (remote, working with US teams in Austin, Texas and Denver, Colorado)

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Portfolio: texr.framer.website and texr.myportfolio.com

Pronouns: he/him

Professional Summary

Design director with more than ten years in design and engineering of technology products (independent UX/UI practice since 2014, agency and in house roles in Brazil, Australia, Cyprus, the United Kingdom and the United States) and three years at Fetchly Labs, a US software agency (Austin, Texas and Denver, Colorado) with 128+ team members, 100+ platforms launched and a 5.0 rating on Clutch. Joined Fetchly as a contract designer in October 2023 and earned three promotions in two years: Senior Designer V, DesignOps Lead and, in October 2025, Director of Design. Leads a team of 14 designers distributed across Brazil and Latin America and runs Fetchly's DesignOps service line, which embeds dedicated product designers in client teams under monthly agreements. Built the hiring pipeline, career framework, weekly rituals, reporting cadence and contract templates that took the design team from 4 designers in 2024 to 14 in 2026 while serving 24 client accounts a week across eCommerce, SaaS, mobile apps and marketing sites. Hands on in Figma, Webflow, design systems, discovery workshops and user testing. Runs an AI first practice: administers the design org's Claude Team workspace, builds daily with Claude Code and MCP connectors into Figma, Webflow and Google Workspace, and wrote the brand skill that keeps the team's AI output on brand.

Key Metrics

- 3 years at Fetchly Labs (October 2023 to present) with 3 promotions: Designer V, Senior Designer V, DesignOps Lead, Director of Design
- 12 years in design across freelance, agency and in house roles on four continents (since January 2014)
- 14 designers led directly; the team more than doubled under my leadership, from 7 people (6 designers) in October 2024 to 15 (14 designers) in September 2026, with 12 joins against 6 exits
- Container Alliance: 13 separate tools replaced by one CRM and website platform with 1,200+ custom components across 6 product lines
- 13 designer hires screened, interviewed and onboarded with the VP of Design (May 2024 to September 2026)
- 111 weekly Design Huddle sessions organized since August 2024, 16 invitees each
- 24 client accounts served by the design team in a single week (September 2026)
- 8 dedicated DesignOps designers embedded full time or half time with clients
- 12 level design career framework across 4 tiers and 12 competencies, with salary bands
- 81 design system components specified with user stories, acceptance criteria and KPIs
- 63 item gap register delivered in a two week client discovery (MoneyShow, 2026)

- 15 client discovery boards and 25+ client projects in the Fetchly Design Figma workspace, plus a written two week discovery playbook
- Claude Team workspace administrator for the design org; 10 Claude Code build sessions in the first two weeks of September 2026 alone (Figma components, FigJam discovery boards, Webflow code components, analytics)
- 197 applicants in one day after expanding design hiring to Mexico, Colombia and Argentina

Core Competencies

Design leadership, art direction, team management, operations management, design operations (DesignOps), concept of operations (ConOps), product design, UX design, UI design, interaction design, human centered design, design thinking, Lean UX, agile and Scrum delivery, design systems, atomic design, design tokens, component libraries, information architecture, sitemaps and wireframes, mobile first and responsive design, discovery workshops, requirements specification (SRS, UML, Business Model Canvas, QFD), user research, usability testing, prototyping, data visualization, motion design and motion graphics, branding and visual identity, storytelling through visual design, roadmapping, capacity planning, resource allocation, hiring and onboarding, career frameworks, compensation planning, mentoring and coaching, client management, stakeholder communication, sales operations, accessibility (WCAG 2.1 AA, ARIA), web analytics, conversion optimization, CRM and email marketing, front end development knowledge (HTML, CSS, JavaScript), AI and machine learning integration, prompt engineering, custom GPTs and Claude skills, MCP connectors and agent tooling, AI assisted prototyping, AI image and video generation for production assets, eCommerce, Shopify, SaaS, ERP systems, mobile apps, AI assisted design workflows.

Professional Experience

Fetchly Labs (fetch.ly), Austin, Texas and Denver, Colorado (remote), October 2023 to present

Director of Design, full time, October 2025 to present

DesignOps Lead, October 2024 to October 2025

Senior Designer V, July 2024 to October 2025

Designer V, October 2023 to July 2024

Reports to the VP of Design & Creative (co-founder). Fetchly provides embedded cross functional teams (developers, designers, project managers, QA, DevOps) to clients such as Casper, Spyderco, Oats Overnight, Container Alliance and VRT Sync. The co-founder publicly credits the Director of Design with managing designer allocations day to day and matching each designer's strengths to each client's needs (LinkedIn, July 2026).

Design team leadership

- Lead a 14 designer team (product designers, dedicated DesignOps designers, an editorial designer and a product strategist) and act as the point person for design task allocation across all client accounts.
- Grew the team from 4 designers in May 2024 to 14 in September 2026. Reviewed portfolios, ran interviews and onboarded 13 designers with the VP of Design, from CV screening to offer and welcome session.
- Expanded recruiting beyond Brazil to Mexico, Colombia and Argentina in 2026 while keeping hiring standards and compensation rules constant; the applicant pool for one role reached 197 within a day.

- Designed the design career framework: 4 tiers and 12 levels (Junior I to Lead III), 12 competencies with level by level expectations (UX, UI and visual, discovery and validation, product thinking, design impact, execution, design process, judgment, collaboration, stakeholder management, leadership, initiative) and salary bands of 5% per level and 10% per tier. Enrolled the team in the career progression platform with a monthly, quarterly and annual review cadence.
- Prepared the 2026 designer salary rollout plan and compensation equity adjustments with the VP of Design.
- Organize the weekly Design Huddle (111 sessions since August 2024, 16 invitees) and take part in the weekly Design Share critique (94 sessions since June 2024).
- Author the weekly Design Report to company leadership covering allocation, capacity and client status for every designer, every week since May 2025.
- Run 1:1s and coaching plans, including a three layer support structure for junior designers and structured training on system requirements specifications, so designers can lead discovery and DesignOps engagements on their own.
- Set the 2026 team priorities: designer career tracks, Figma file hygiene, a validation register that tracks project deviations, and quarterly design impact reports to clients.
- Authored the team's discovery playbook (April to June 2025): a two week UX discovery sprint for greenfield projects (scope framing, competitor information architecture scan, one user research session, content and feature inventory, sitemap, key journeys, validation, synthesis) and a discovery question bank for clients with and without an existing product, including deliverable, timeline and approval questions.

Team growth under my leadership (October 2024 to September 2026)

- Headcount from onboarding rosters: 7 people including me in October 2024 (6 designers), 8 in January 2025, 10 in March 2025, 12 in June 2025, 14 in January 2026 and 15 in September 2026 (14 designers). That is 2.1x growth, with 12 designers joining and 6 leaving over the period.
- Role structure created along the way: a DesignOps lead, a product strategist, an editorial designer, a pivot designer covering several accounts, supplemental designers, and dedicated DesignOps designers embedded with clients (5 role types by September 2026).
- Capacity delivered: from 7 DesignOps engagements (July 2025) to 8 dedicated designers plus 5 supporting roles covering 24 client accounts in one week (September 2026).
- Systems added so the team could grow without losing quality: designer candidate evaluation criteria for DesignOps roles (March 2025), weekly design report to leadership (May 2025), a UX and UI skill mapping and confidence survey (December 2025), an OKRs pilot with biweekly retros (December 2025 to January 2026), the Design Critic Pod program with rotating captains, Design Dig critique sessions, the design career framework (June 2026), the 2026 salary rollout plan, and the AI Workshop (April 2026).
- Rituals sustained through the growth: 111 weekly Design Huddles, 94 weekly Design Shares and 1:1s with every designer.

DesignOps service line

- Operate Fetchly's DesignOps offering: senior product designers embedded in client teams and tools at a flat monthly rate (part time at \$5,000 per month for 18 hours a week, full time at \$8,500 per month for 37 hours a week), backed by a project manager.
- Scaled the line from 7 engagements in July 2025 to 8 dedicated designers plus supplemental, pivot, editorial and product design roles in September 2026, covering 24 client accounts in one week.

- Maintain the DesignOps agreement templates (standard, half time and weekly dedicated resource variants) used to contract designers, plus the client roadmap, onboarding email and monthly update formats introduced in 2024.
- Defined the engagement process clients receive: weekly design call, mid week deliverable with a 24 hour client validation window, dated roadmap, UML user and data flows before prototyping, and testable prototype URLs instrumented with Microsoft Clarity or Hotjar.
- Present the process to clients at kickoff as head of design (Armada Power, February 2026: mobile app prototype for multifamily residents and property staff against an April 1 deadline).

Design systems, discovery and client work

- Vast Data web design system: mapped 70 components across atomic levels with responsive and light/dark variants and estimates, then specified 81 components with user stories, acceptance criteria (pixel accurate layout, WCAG 2.1 AA, no console errors) and quantitative KPIs for the build.
- MoneyShow discovery (August 24 to September 7, 2026): ran the design lane of a two week discovery for a 45 year old financial media and events company, producing a FigJam gap register of 63 open items across business model, system requirements, UML domain model and DesignOps/UX, six gating decisions, a website information architecture proposal and a domain model.
- Hive: prepared the discovery workshop and Business Model Canvas, ran a gap analysis of requested features against existing documentation, proposed an architecture validated by engineering, and advised the client on a tiered revenue model (institutional licenses, add ons, message quotas, 14 day and 7 day trials).
- Nomad: led DesignOps end to end for a home exchange platform, from visual identity, information architecture and an atomic component system to Figma prototypes and Maze user testing; the client extended the engagement into development with Fetchly.
- Container Alliance (2024 to 2026), the largest shipping container provider network in the US: embedded as the DesignOps designer from June 2024 (discovery call, then a June to October 2024 roadmap covering navigation, search, pricing display, conversion funnel, SEO and brand revamp). Wrote the concept of operations that merged the Organizations, Wholesale and Stacks Admin portals into one CRM with leads, opportunities, quotes, quote builder, customers, orders, products, solutions, depots, price books, units, tags and templates. By my platform inventory the new system replaced 13 separate tools (Zoho maps, ordering, quoting, packing slips, ERP, Stacks Admin, wholesale and eCommerce portal, rental orders, fleet, drivers, storage locations, CRM and email, QuickBooks) with one platform integrated with CallRail, Zoho, Stripe, Hygraph, Postmark and Interchange, built from 1,200+ custom components across 6 product lines (container sales, rentals, modifications, refrigerated containers, portable offices, accessories). Website relaunch in July 2025 with an SEO migration program, Hotjar and A/B testing; delivery and driver logistics module in production July 2026. Since 2025 I direct the account through the embedded designers and deliver requirement specifications to the development team.
- Client accounts supported by the team under my direction include Casper, Spyderco, Container Alliance, VRT Sync, Vast Data, Full Glass Wine, Gray V, Armada Power, CPAP Nation, IPG, Eventnoire, MoneyShow, Hive, Carmnet, Range Supply, Framebridge, TicketSauce, Text My Guests, VintageCards/TradeSafe, Nomad, Daily Workout Apps, Buen Camino, Chai & Conversation, Froogle, Freight130, North Canna Co, SafeSport, KLA Group, Pulse and myBevents.

Fetchly website and growth

- Directed the Fetchly website V2 program (March to August 2025): competitor benchmarking, moodboard, brand kit, sitemap, wireframes, page designs and Webflow build; personally owned the lead generation pages and contact form, and later the DesignOps, AI Forward Development, growth and testimonial pages (2026).
- July 2026 analytics review against the prior year: organic search now delivers over 1,000 users a month to the pricing and web development pages that previously relied on paid traffic (30% of the monthly budget), LinkedIn sourced traffic rose 163%, and tracked events rose nearly 400%.
- Built Figma component systems for the site (including a logo cloud component set with 69 brand glyphs on a 9 px grid) and a Webflow code component library in React and TypeScript for the DesignOps testimonial slider; implemented site wide dark mode from the style guide by script.

Earlier Fetchly roles (2023 to 2025)

- DesignOps Lead (October 2024 to October 2025): established and documented workflows between design, development and product; set standards for design documentation; led and mentored a distributed designer team through 1:1s and workshops; delivered internal training on design tools and processes; coordinated design to development handoffs and quality control on client deliverables; primary contact for design process improvements.
- Senior Designer V (July 2024 to October 2025): UI and UX solutions, product reviews and direct feedback to clients and development teams; user testing and usability assessments; user flows, wireframes and high fidelity prototypes; design decision documentation and bug reporting.
- Designer V (October 2023 to July 2024): high fidelity mockups and interactive prototypes; design systems and reusable UI components; custom iconography and brand assets; client workshops; design critiques and knowledge sharing sessions.

AI in practice

- Administer the design org's Claude Team workspace (Fetchly Design): approve seat requests and hold the billing relationship, July 2026 to present; the team also runs Claude Code under the same plan.
- Build daily with Claude Code and Claude Desktop connected through MCP to Figma, FigJam, Webflow, Gmail, Google Calendar, Google Drive and Chrome. September 2026 sessions alone produced a Figma logo cloud component set (69 brand glyphs), the MoneyShow discovery gap register in FigJam (63 items), the Hive management flow, the AI Forward Development landing page in Figma built from the UX writer's docx, a Webflow code component library in React and TypeScript, a meeting load analysis of 258 calendar occurrences, and this document.
- Wrote and maintain the Fetchly brand skill for Claude (company facts, voice, design tokens, layout rules, shadcn blocks) so AI generated pages, decks and copy stay on brand, and bundled it for leadership; own the update of the company knowledge skill (July 2026).
- Set up and recorded the design team's AI Workshop, presented by company president Michael Huey to 12 designers (April 2026), and wrote internal guidance on applying AI to project management workflows (March 2026).
- Prompt systems in production use: a structured JSON prompt for editorial photography with controlled composition options (May 2026), a custom GPT that renders technical exploded view diagrams in a fixed visual style (October 2025), 3D render prompts for brand imagery (April 2025) and build prompts for Webflow form logic (July 2025).

- Product and marketing work around AI: designed and shipped the AI Forward Development page and messaging on fetch.ly (August to September 2026, with the AI page review with the president in May 2026); the design team supports IPG's AI assistant mobile integration; branded the AI startup Roobi.AI (visual identity, logos, social media package and Lottie animations, May 2024).
- Tooling adoption for the team: Figma Make prototypes for client discovery (Armada Power, February 2026), Flora for asset heavy projects (budget approved September 2026), AI video platforms for website video (July 2026), an OpenAI Whisper transcription notebook (April 2024), and AI notetakers (Gemini notes, Read AI, Fireflies, tl;dv) feeding the weekly design reports. Evaluated node based design tools such as Weaver.
- Editorial guardrail: keep a checklist of AI writing patterns to strip from client facing copy, and review AI drafted text for readability before it reaches leadership or clients.
- Advocated moving the Fetchly website from Webflow to an AI and React based stack to cut maintenance load (August 2026), and implemented site wide dark mode from the style guide by script in minutes.

Writing and knowledge sharing

- "The Price of Not Deciding" (September 2026, Fetchly blog): why late requirements decisions cost exponentially more, drawing on Boehm's data and IEEE Std 1233.
- "Building Nomad from End to End" (December 2025): DesignOps case study.
- Created a reusable brand skill bundle for Claude so the team gets consistent AI generated design outputs, and evaluates new design tooling (Figma Make, Flora, node based design tools) for the team.

Quarter Digital, London, United Kingdom (remote), Senior User Interface Designer, September to November 2023

- Visual identities and website designs for startups and mid sized businesses, built in Figma, Framer and Webflow with motion graphics and interactive elements; worked directly with founders on visual direction.

Miscreants, New York, United States (remote), Senior Web Designer, July 2022 to September 2023

- Designed and maintained web experiences for cybersecurity clients; created and updated design systems; competitive analysis and benchmarking; custom Webflow builds; motion graphics and visual assets for marketing and product.

Future Needs, Nicosia, Cyprus, User Experience Designer, February to July 2022

- Led international teams on EU funded projects (Ploutos, Green Artivism, Reconmatic, Oenobotics): stakeholder interviews and UX research, user and system requirements (PACT analysis for the Ploutos MVP), branding and logo design, social media toolkits and a Moodle based virtual think tank; facilitated cross cultural workshops.

SaaS Mouth (NetSuite Marketing Specialists), Adelaide, Australia, Senior Motion and Web Designer, April 2021 to February 2022

- Promotional videos and websites for recycling and beverage companies; rebranding projects with style guides, logos and UI mockups; delivery for US and Australian clients on tight deadlines.

Freelance, Brasília, Brazil, UX/UI Designer, January 2014 to February 2023

- Branding, web design and UX research for public and private sector clients; visual identity systems; user research and usability studies; digital transformation projects for startups and government agencies (including SafirMed).

Earlier roles, Brasília, Brazil

- Kolbe Advogados Associados, Senior Motion and Web Designer (January to August 2019): digital marketing strategy, SEO, video production and UI/UX content.
- Next/UnB, Marketing and Web Development Intern (February to July 2018): wireframes, icons and illustrations for academic innovation projects.
- Ministério do Desenvolvimento Social (Brazilian federal ministry), Junior Designer and Marketing Specialist (December 2016 to July 2017): infographics, social media campaigns and analytics for nutrition programs.
- Serviço Geológico do Brasil (CPRM), Graphic Design Intern (January to October 2015): institutional social media, infographics and outreach photography.

Selected Projects at Fetchly (2023 to 2026)

Projects delivered by the design team under my direction or with my direct involvement, as recorded in the Fetchly Design Figma workspace, client meeting records and weekly design reports.

Discovery and strategy engagements

- 2023 to 2024: Nomad (home exchange platform discovery and planning), Daily Workout Apps (onboarding and wireframe reviews), Veloce and OBI (wireframe walkthroughs), Container Alliance (DesignOps discovery call and 2024 roadmap).
- 2025: VAST Data (design system and CMS working sessions), Spheric (initial discovery and weekly landing page wireframe reviews I organized), Focus Groups (design audit review), Section Z and Plume (proposal and wireframe scoping), Eventnoire (DesignOps discovery, mobile discovery and hosting features discovery, October 2025 to January 2026), Stellaris (discovery session and Figma discovery board, October 2025 to April 2026), Chai & Conversation, SewerShop and Aspire North (discovery calls and design brief, December 2025), and a Discovery Boards Walkthrough I ran for the team's past works deck.
- 2026: Brave Rose (four design discovery checkpoints, January to February), Range Supply (design discovery session and discovery board), Armada Power (discovery board and DesignOps kickoff), Spyderco (discovery effort kickoff, discovery board and growth discovery, March to August), Eventsquid (discovery board), Carmnet (product database discovery and DesignOps discovery), Hive (discovery syncs, workshop and design mandate), MoneyShow (two week discovery), plus discovery boards for Froogle, Freight130, Framebridge, Gray V and myBevents.

Product, web and eCommerce design (DesignOps master files)

- eCommerce and Shopify: Casper (Impact Design System sections for the Shopify storefront, December 2024 to February 2026), Full Glass Wine (Scout & Cellar, Wine Access and Williams Sonoma Wine storefronts), Range Supply (Shopify Horizon theme storefront, checkout and accounts), CPAP Nation (Relume component library, CPOP and Sleeping.com site designs), Pet Releaf, Gray V / Tabasco, Spyderco 2.0, North Canna Co, Freight130, Framebridge, Buen Camino / Amor Fati, Chai & Conversation, KLA Group.

- SaaS, platforms and mobile: VAST Data (Andromeda design system and web pages), Container Alliance v.2 (CRM and website, delivery system proof of concept, conversion friction audit), Navore (consumer desktop and master file), myBevents, ChantMaster, Armada Power (mobile app), Eventnoire (master file and shadcn UI library), TextMyGuest, IPG / iTape (warehouse audit form and AI assistant integration), SafeSport, True Way ASL, PREPPR.AI, Carmnet, Froogle, Hive / bemana, Stellaris, Brave Rose, Nomad, VRT Sync, TicketSauce, VintageCards / TradeSafe, TAPP, Event Squid, Hauslane, TMG and WedsApp, Pulse, Matbat, TCS, Beauty Experts.

Pitches, proposals and sales support

- Tapp feature concept pitch and investors' round deck, Vivenu embedded integration team proposal, Stellar Capital Partners pitch, Hive design mandate, "Why a DesignOps Designer" and DesignOps showcase of work, Growth Deck and eCommerce Growth Deck, client onboarding deck, and case study drafts for Casper, VRT Sync and Container Alliance.

Internal design systems, brand and operations

- Fetchly Website and Website 2.1 (Figma to Webflow), Brand Book, Fetchly Guides and typography exploration, Fetchly Documents and proposal templates, Fetchly Asset Library and image archive, Shopify Horizon theme base library, shadcn blocks Figma kit, Software Design Description (SDD) template, OKRs board, Design team processes, DesignOps round table, Allocator Wall capacity board, CRM and email marketing strategy template, LinkedIn campaign roadmap, newsletter, social media and video assets.

Tools

Claude Code, Claude Desktop and Claude Team administration, ChatGPT and custom GPTs, Gemini, Figma Make, Flora, Lovable, Perplexity, Read AI, Fireflies, tl;dv, OpenAI Whisper, Figma, FigJam, Framer, Webflow (Designer, CMS, DevLink code components), Relume, Rarchy, Octopus, Miro, Sketch, InVision, Adobe XD, Zeplin, Spline, After Effects, Maze, Hotjar, Microsoft Clarity, Google Analytics 4, HubSpot, Zapier, Jira, Google Workspace, Loom, Lottie, Stark, Mobbin, Moodle, WordPress, Bubble, Claude, HTML, CSS, JavaScript, React, TypeScript, Shopify.

Languages

Portuguese (native or bilingual), English (native or bilingual), Spanish (limited working proficiency), French (elementary proficiency)

Education

- Universidade Federal do ABC (UFABC), Master of Engineering and Innovation Management, Design of Technology and Engineering, December 2023 to December 2026 (in progress). Coursework includes Strategic Innovation Management, Systems Engineering Fundamentals, Technological Marketing, Design Theory and Practice, Innovation Finance and Intellectual Property Management. Course projects: Safeflight (preliminary design, planning, auditing and product design for Foundations of Systems Engineering), an Ecovative mycelium products case study (Technology Marketing) and the Social Innovation Lab website and writing (Strategic Management of Innovation).
- Universidade de Brasília (UnB), Bachelor of Science in Organizational Communication, 2015 to December 2021.
- Universidade de Brasília (UnB), Bachelor of Arts in Museum Studies (Museologia), 2014 to 2015.

Publications

- "A Case Study of Cooperlimpa Diadema/Brazil from the Perspective of the Circular Economy", co-author, Springer, Cham, October 2025.
- "The Price of Not Deciding", Fetchly blog, September 2026 (see Writing and knowledge sharing above).

Recommendations (LinkedIn, August 2025)

- Vitor Machado, Product Designer who reported directly to Lucas: describes him as an exceptional design leader who combines craft with genuine care for people.
- Leo Souza, UX, UI and Product Designer who reported directly to Lucas: describes working alongside him at Fetchly as an incredible experience and praises his natural way of leading.

Certifications

- TOEFL iBT, ETS, C1 English proficiency (issued October 2023)
- Erasmus+ KA2 "Green Artivism" training activity, Innovation Hive (Larissa, Greece, May 2022), plus Online Training for Workshop Coordinators and the project's transnational meeting (Future Needs, May 2022)

Volunteering

- Graphic designer, Projeto Tênis na Lagoa (NGO founded by Brazilian Olympic tennis players to support young athletes), May to July 2021