

Diego Henrique Luciano

Senior Product Designer · AI Prototyping Expert · UI Engineer

Brazil

diegohenriqueluciano@gmail.com · +55 31 9 7563-0117
linkedin.com/in/diego-luciano · diegoluciano.com

SUMMARY

Senior Product Designer and UI Engineer with 25+ years in technology. I build enterprise design systems, AI-assisted prototypes and component libraries, from Figma tokens to production-ready Storybook and React apps. Proficient in AI-assisted development with Claude Code and OpenAI Codex.

CORE EXPERTISE

AI Prototyping · Design Systems · Storybook · Component Libraries · UI Kits · Figma · OpenAI Codex · Claude Code · Prompt Engineering · React · TypeScript · Microsoft Graph · GitHub · GitLab · HTML · CSS · JavaScript · Accessibility · Rapid Prototyping · UX Research · User Flows · Wireframing

EXPERIENCE

Senior Product Designer

Veeam Software · Apr 2025 to present

- Storybook component library, speeding up developer handoff
- AI-assisted UI kits and prototypes with Claude Code and OpenAI Codex, cutting prototype delivery time by 40%

Independent Designer & UI Engineer

Self-employed · 2024 to 2025

- Brand identity, packaging and web projects for clients in Brazil

Product Designer

Kraft Heinz · 2022 to 2023

- Owned end-to-end design of marketing landing pages with motion and CMS integration
- Redesigned global internal tools serving 5,000+ employees across 40 countries
- Introduced design tokens and a shared Figma component library across regional design teams
- Ran user research and usability testing that raised task completion by 35%

Art Director & Marketing Manager

HCE · 2019 to 2022

- Art direction and marketing management for brands, packaging and campaigns, including the Amet mobile accessories brand
- Designed responsive web and mobile interfaces for B2B SaaS clients
- Built wireframes and high-fidelity prototypes in Figma and Sketch

Senior Web Designer, UI/UX

Tribunal de Contas de Minas Gerais · 2009 to 2019

- Led the UX redesign of public portals used by 853 municipalities, improving accessibility for 200,000+ monthly users
- Established the institution's first internal design standards and UI guidelines
- Designed SGAP, SICOF, SIGESPE and Fiscalizando, with HTML and CSS handoff to .NET, Java and PHP teams

EARLIER EXPERIENCE

Independent Designer, own company

2006 to 2009

Programmer, then Web Designer

IBM · 2001 to 2006

PROJECTS

Storybook Component Library	Live documentation, accessibility annotations and design tokens
AI Prototypes	Functional UI built with Claude Code and OpenAI Codex, from design spec to code
Marketing Landing Pages	High-conversion pages with motion and CMS integration

TECHNICAL SKILLS

Design	Figma, Sketch, FigJam, Adobe XD, Principle, Framer
Development	HTML5, CSS3, JavaScript, TypeScript, React, Vite, Storybook, Tailwind CSS, GSAP
AI & Automation	Claude Code, OpenAI Codex, Prompt Engineering, GitHub Copilot
Microsoft 365	Microsoft Graph API, SharePoint, Entra ID (MSAL)
CI/CD & DevOps	GitLab CI, Jenkins, Helm, Docker
CMS & Platforms	Webflow, WordPress, Contentful, Vercel, Netlify
Collaboration	GitHub, GitLab, Jira, Notion, Linear, Confluence

LANGUAGES

Portuguese · Native · English · Professional proficiency