

JOÃO RIEDO

Product Designer | UX/UI | Design Systems

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PROFESSIONAL SUMMARY

I built my career across graphic design, team leadership and B2B/B2C digital products. I worked as a Product Designer and UX Designer at Multibet, Cassino.bet and 7K.bet, focusing on UX/UI and Design Systems for white-label platforms. I combined behavior analysis, information architecture and interface design with documentation and close collaboration with Engineering. I structured systems shared across brands and led redesigns with business results.

TECHNICAL SKILLS

UI & Prototyping: Figma (Auto Layout, components, variants, responsive interfaces) and high-fidelity prototypes.

Design Systems: Variables, primitive and semantic tokens, multi-tenant themes, component libraries, documentation, versioning and collaboration with Engineering through Storybook.

UX & Research: Information architecture, journeys, flows, usability testing, benchmarking, hypothesis validation and behavior analysis with Microsoft Clarity.

Applied AI: Claude, ChatGPT, Figma Agent and Figma MCP and Notion MCP workflows for ideation, prototyping, documentation and task automation.

Web Development: Familiarity with HTML, CSS, JavaScript and React, with hands-on implementation of web pages.

Methods & Processes: Squads, sprints, Kanban, planning and facilitating retrospectives, structuring design processes and managing handoff with specs and design decision records (DDRs).

Leadership & Soft Skills: Team leadership, autonomy to solve complex problems under tight deadlines, scope negotiation with stakeholders, openness to feedback and continuous refinement with Engineering.

PROFESSIONAL EXPERIENCE

Product Designer

Feb 2026 – Sep 2026

Multibet

I worked on product design for a B2B betting platform and white-label operations. I built multi-tenant experiences and Design Systems together with Product and Engineering.

- Led end-to-end product design on a B2B multi-tenant platform, from discovery to interface delivery, together with Product and Engineering.
- Structured the Design System for Supernova's international white-label operation, also applied to Play4tune and Multibet: **87 screens, 200+ components and 3 tenants**, in production with Figma and Storybook.
- Contributed to an **estimated 80% reduction in screen creation time**, based on the UX team's task completion times, through tokens, reusable components and per-brand themes.
- Set up a handoff standard with Engineering that reduced recurring questions, and facilitated the Product team's retrospectives.

UX Designer

Apr 2025 – Dec 2025

Cassino.bet and 7K.bet (Ana Gaming)

I worked on UX/UI for two betting brands with distinct audiences and positioning. I evolved journeys, structured the information architecture and worked on interface consistency.

- Led the Cassino.bet sportsbook redesign, revising flows and interfaces supported by benchmarking. **One month after launch, sports bets went from 3% to 10% of total betting volume (+7 p.p.)**, according to a database query.
- Structured information architecture and interfaces for Cassino.bet and 7K.bet, considering their respective focus on slots and sports, and laid the groundwork for a shared Design System.

Work and Travel

Dec 2023 – Mar 2024

Alterra Mountain Company

I took part in the Work and Travel program during the winter season in Snowshoe, USA. I experienced cultural exchange and developed my English in a professional, day-to-day setting.

- Broadened my cultural background and improved my English by working in a multicultural environment in the United States.

Design Supervisor

Sep 2020 – Jul 2023

Instituto ESPE

I supervised graphic and digital design production and supported the creative team. I organized requests and worked on the visual consistency of institutional communication.

- Led a team of **4 people**, coordinating requests for print and digital pieces, certificate generation and video editing.
- Implemented Kanban to organize requests and track workflow; standardized communication pieces to keep visual consistency across deliverables.

SELECTED PROJECTS

Supernova Design System | White-label platform

In production

joaoriedo.com/en/projects/multi-tenant-design-system

- Created a primitive and semantic token architecture, reusable components and themes for Supernova's international operation and the Play4tune and Multibet tenants, replacing scattered files with a shared foundation.
- Structured the implementation with Figma and Storybook: **87 screens, 200+ components, 3 tenants and an estimated 80% reduction in screen creation time.**

Retention System Play4tune | Mobile gamification

In production

joaoriedo.com/en/projects/retention-system

- Designed a mobile gamification loop end to end, with **5 modules and 15 screens**: missions and tournaments pay out coins, the store turns coins into spins on favorite slots, and the profile closes the cycle with ranking, level and history.
- Brought the modules together in a single-entry HUB and built the system on the multi-tenant Design System's tokens and components, together with Product and Engineering.

Exclusive Games Play4tune | Mobile minigames

In production

joaoriedo.com/en/projects/exclusive-games

- Designed three minigames end to end, Roulette, Mystery Box and Scratch Card, where players trade the coins they earn in missions and tournaments for prizes.
- Standardized the three mechanics into the same purchase, play and reward flow, with **9 screens** and direct access from the gamification HUB.

Instituto MAIS | Branding, UX/UI and development

Live

institutomaislondrina.com.br

- Created and implemented the clinic's complete digital presence: visual identity, logo, variables, tokens, interfaces and website launch.
- Organized content and contact paths to make booking easier and support promotion and acquisition campaigns, with a responsive experience for mobile and desktop.

EDUCATION

Bachelor's Degree in Graphic Design

2020 – 2022

UniFil — Centro Universitário Filadélfia

Integrated Technical Degree in Information Technology

2015 – 2018

IFPR, Londrina

CERTIFICATIONS AND ADDITIONAL TRAINING

Google UX Design Professional Certificate

2026

Google / Coursera

Claude for Designers

2026

Tera

CCUSA Work Experience

Winter season 2023/2024

CCUSA

Work and cultural exchange program in the United States.

LANGUAGES

Portuguese (native) · English (advanced)