MIGUEL ANGELO FERREIRA

Senior Product Designer

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Updated: December 2025

ABOUT

Senior Product Designer with 10+ years building B2B SaaS and AI-driven products in iGaming, localization, and enterprise software. Led design through 15x revenue growth at Fast Track AI, supporting market expansion across South America and APAC while maintaining NPS 90+.

I've become very familiar with systems deep in design and technical debt.
Fast deliveries, tight capacity, scope drift, legacy constraints. I know how to assess what's actually possible and ship anyway. I can also code and "speak dev" fluently, which really helps when you're working closely with engineering teams.

Long tenure despite frequent relocations. Stability in chaotic environments.

CORE SKILLS

• **Product Design:** UX/UI, Wireframing, Prototyping, User Research, Information Architecture, User Flows
• **Systems Thinking:** Design Systems, Component Libraries, Technical

Debt Management, Responsive Design
- **Strategic Design:** Localization/Internationalization, AI Product Design, Design Operations, Accessibility
- **Domain Expertise:** B2B SaaS, iGaming/Regulated Industries, Data Visualization
- **Collaboration:** Agile/Scrum, Team Scaling

TOOLS & METHODS

Design: Figma, Adobe Creative Cloud, Prototyping, Usability Testing
Research: Hotjar, Grafana, User Interviews, Analytics
Operations: ClickUp, Jira, Intercom, Design QA, Workflow Automation
Technical: Front-end fundamentals (HTML/CSS/JS), Cursor, AI/ML tool integration

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EXPERIENCE

Fast Track AI — *Senior Product Designer*

Barcelona / Malta · Feb 2021 – Present
https://www.fasttrack.ai
iGaming CRM platform serving 100+ global operators

- **Scaled product design through 15x revenue growth** and 5x team expansion
(40 to 200 people) while maintaining NPS 90+ across enterprise client base

- **Contributed to multiple industry awards** including AIBC 2025 Best AI Solution, SiGMA Americas 2025 Best Retention Partner, and SBC Latin America 2024 Best Acquisition & Retention

- **Led localization strategy for South America and APAC market entries**, designing timezone management, multi-language support (pt-BR, es-ES, zh-CN), and regional compliance features

- **Designed and shipped AI-powered content generation tools** (text/image automation) in production, enabling operators to automate player communications at scale

- **Shipped the first AI agent integration** dedicated to iGaming CRM, capable of real-time data analysis, reporting, and campaign creation

- **Rebuilt critical product flows and design system components** while managing extensive technical debt, modernizing UI across CRM modules and improving development velocity through systematic component documentation

- **Improved internal operations** through tool redesign and workflow automation, reducing content production costs and support burden on customer success teams

- **Collaborated directly with senior management** on flagship feature roadmap, balancing business priorities, technical constraints, and user needs across
a complex enterprise product

Unbabel — *Design Operations*

Cebu City, Philippines · Dec 2017 – Feb 2021
 https://unbabel.com
 AI-powered translation platform serving global enterprise clients

- **Built and managed ML-driven localization pipelines** for Fortune 500 clients (Adidas, PepsiCo, Virgin Pulse), contributing to $2M+ annual project value through design operations and quality assurance

- **Led design operations across 3 continents**, coordinating AI model preparation, layout quality assurance, and multi-language content delivery
for complex multimedia translation projects

- **Created automation tools and workflows** for translation project management, reducing manual QA time and improving delivery speed for high-volume campaigns

• **Early adopter of in-house AI/ML translation systems**, collaborating with engineering to integrate machine translation with human review workflows (2017, before the current hype cycle)

• **Established quality frameworks** for design deliverables across languages, ensuring brand consistency for global clients while navigating cultural
and technical localization constraints

Presslabs — *Founding Designer*

Timișoara, Romania · Aug 2012 – Aug 2017
 https://www.presslabs.com
 WordPress hosting and publishing platform for enterprise media

• **First in-house designer:** Built brand identity, design system, and core product UI from scratch for early-stage startup

• **Designed product dashboard** (still in production today) — first major UX/UI leadership role, establishing patterns for SaaS product design

• **Owned all design output** as solo designer across branding, product interface, marketing, and communications during rapid growth phase

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AWARDS & RECOGNITION

AIBC 2025 — Best AI Solution
SiGMA Americas 2025 — Best Retention Partner
MiGEA 2024 — Best Innovative Product Company of the Year
MiGEA 2024 — Best Player Engagement Partner of the Year
SBC Latin America 2024 — Acquisition & Retention Partner

All awards earned for work at Fast Track AI

EDUCATION & CERTIFICATIONS

- **AI Fluency Framework & Foundations** — Anthropic (2025)
- **Introduction to Generative AI** — Google (2023)
- **Information Security Management (ISO/IEC 27001)** — 2019
- **BA, Arts & Design** — Instituto Politécnico de Bragança, Portugal (2008)

LANGUAGES

- **English:** Advanced High
- **Portuguese:** Native
- **Spanish:** Advanced
- **Romanian:** Advanced

AVAILABILITY

- **Notice period:** 1 month
- **Work setup:** Open to remote positions; relocation to Southeast Asia for the right opportunity
- **Work authorization:** EU Citizen (Portuguese passport)

CONTACT

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