

Hugo Filipe Costa

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Product design leader with 18+ years of experience driving design and building products across Adtech, Fintech, CX, AI and Creator industries. Passionate about elevating design from strategy to execution, optimizing end-to-end processes and turning creativity into business outcomes.

Professional Experience

Product Design Manager at **Manychat** / 2025 - Currently

- Leading the AI and Design System teams and managing 6 product designers. Increased the current DS adoption to 70%(+4%), implemented the DS foundations and documentation for the new AI-ready design system.

Head of Product Design at **Screenloop** / 2021 - 2025

- Launched a Talent Operations platform with 6+ products resulting in a 156% increase in weekly active users (2024) and a NPS of 8.5
- Defined and executed product design vision and strategy, created the new Screenloop design system and managed 450+ design and research tasks

Product Design Manager at **Talkdesk** / 2019-2021

- Led and coached the platform product design team of 6 people, managing the new CX Cloud Admin, Reporting and Billing experiences
- Helped hiring, scaling and coaching the 7 designers team to a 60+ people design organization
- Inside Talkdesk 2021 keynote, led and facilitated the Product Design community workshops

Senior Product Designer at **Feedzai** / 2016-2018

- 2 products successfully launched - Case Manager + Insights that resulted in a \$50M evaluation
- UX design and research implementation, recruitment process and 40+ design interviews
- Led and helped scaling the product design team from 2 to 8 people

Senior UX Designer at **Webspectator** / 2012-2015

- UX/UI design and brand visuals for Adtech Solution and Ad Exchange Network

Digital Art Director at **Goody Publishing** / 2010-2012

- Interaction design and Digital Art Direction for TMN Guestlist - a telco digital magazine

Education

Master degree at IADE - Design Management / Lisboa, 2020

Master thesis - The modelling and role of design in innovation and leadership in distributed and multicultural organizations.

Bachelor degree at ESCS - Audiovisual and Multimedia / Lisboa, 2014

Courses and Certifications

Course - The Art of Effective Communication - Hyper Island / 2025

Product MBA - Builders Camp / 2024

Course - Leading for Creativity - Ideo University / 2021

Course - How to manage a Remote Team - Coursera / 2020

Workshop - Mapping Multi-Channel Ecosystems - Cornelius Rachieru, UXLX / 2018

Certification - Scrum Master - Scrum Alliance, Lisbon / 2017

Workshop - Design Leadership - Alberta Soranzo, UXLX / 2017

Workshop - UX Strategy Blueprint - Jim Kalbach, UXLX / 2017

Publications, Teaching and Speaking Engagements

Workshop: From collaboration to co-ownership - Hatch Leadership Ateliers 2026

Article: How to scale training with AI video

Teacher and Mentor - Product Design and Accessibility for UX courses at The Starter

Keynote - The Future of Work 2022 conference at IADE, Lisbon.

Keynote - Inside Talkdesk 2021 - An inside perspective to product design at Talkdesk

Skills, Tools and Methods

Core Competencies - Design Management; Product Design; Product Thinking;

UX Research; System Thinking; Strategy; Storytelling; Communication; Empathy;

Design and Research - Figma; Miro; Claude; Codex; Adobe CS; User Testing; Maze;

Tech and Collaboration - Gen AI; XAI; HTML/CSS; Accessibility;

Languages

Proficient in English; Fluent in French;