

Hugo Filipe Costa

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CORE SKILLS

Design Management · Leadership
Design Systems · Design Ops · AI
Product Thinking · UX Research
Strategy · Systems thinking
Storytelling · Accessibility
Codex · Claude · Figma · Miro

LANGUAGES

Portuguese ●●●●●●
English ●●●●○
French ●●●○○

VOICE

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

Article: How to scale training with AI video - Screenloop + Synthesia

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

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

CERTIFICATIONS

Course: The Art of Effective Communication
Hyper Island 2026

Product MBA
Builders Camp 2024

Course: Leading for Creativity
Ideo University 2021

Workshop: UX Strategy Blueprint
Jim Kalbach - UXLX / 2017

Designer by heart, manager by design. Over 16 years across Adtech, Fintech, CX, HR tech and the Creator economy, building and scaling design operations, systems and research practices. Strongest at the altitude shifts, believes design leadership is measured by outcomes and by what outlasts you: the people, the standards and the culture.

EXPERIENCE

Product Design Manager at Manychat 2025 – Now

- Leading AI, design system and content design practices; managing 6 product and content designers across two strategic teams
- Created the AI design playbook, built and socialized it with organization
- Co-led with product and engineering the definition and packaging of the Always-on AI product beta
- Rebuilt design system documentation, raising components adoption 6% in 6 months and laid the new foundations for an agentic design system

Head of Product Design at Screenloop 2021 – 2025

- Founded and led the design function from 0 to 1, defining process, tooling and design culture; shipped 6+ products across the Talent Ops platform, driving 156% WAU growth and an NPS of 8.5
- Built the Screenloop design system from scratch, raising design quality and velocity across the full product suite
- Managed 450+ design and research tasks, establishing UX research as a core strategic input to product decisions

Product Design Manager at Talkdesk 2019 – 2021

- Led platform design team of 6; owned CX Cloud Admin, Reporting and Billing - critical surfaces for enterprise retention
- Key contributor to scaling the design org from 7 to 60+ designers; shaped hiring criteria, onboarding and design culture
- Represented product design at Inside Talkdesk 2021 keynote, elevating design's strategic visibility

Lead Product Designer at Feedzai 2016 – 2018

- Launched Case Manager + Insights - two flagship risk intelligence products contributing to a \$50M valuation
- Scaled the product design team from 2 to 8; led recruitment, design process definition and team culture
- Established UX research programme including 40+ design interviews, making research a first-class and key product input

Senior UX Designer at Webspectator 2012-2015

- UX and visual design for Adtech solution and Ad exchange network

EDUCATION

MSc Design Management IADE, Lisbon 2020
BSc Audiovisual & Multimedia ESCS, Lisbon 2014