

Manuel Freire Brito

Senior Product Designer (UX/UI) – Product Platforms & Complex Systems



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[Online Portfolio](#)



[CV Online](#)



[LinkedIn](#)

PROFESSIONAL BACKGROUND

Senior Product Designer with 9 years of experience designing, building and scaling complex digital products and platforms used across multiple markets and regions. Strong background in **end-to-end product design, configuration-based interfaces, and scalable design systems**, working closely with product, engineering and stakeholders in fully remote and cross-functional environments.

Experienced in owning product areas from discovery to launch, translating business and technical requirements into intuitive user flows, and designing systems that allow users to configure, manage and optimize experiences at scale. Known for strong ownership, systems thinking and the ability to collaborate asynchronously with global teams to ship high-impact product improvements.

CORE SKILLS & TOOLS

Product Design & UX

- Product Strategy & Discovery
- Complex User Flows & Information Architecture
- Configuration-Based Interfaces & Editors
- Interaction Design & Prototyping
- Design Systems & Component Libraries
- Accessibility & Mobile-First Design

Research & Optimization

- User Research & Usability Testing
- Data-Informed Design Decisions
- A/B Testing & Experimentation

Collaboration & Delivery

- Cross-Functional Team Leadership
- Agile & Iterative Product Development
- Async Communication & Documentation
- Stakeholder Alignment
- Jira Ticketing & Product Specs

Tools

- Figma (Auto Layout, Components, Prototyping)
 - Jira, Miro, Asana, Trello
 - Salesforce Commerce Cloud & Marketing Cloud
 - Klaviyo, Bronto, Smartling, Salsify
 - HTML & CSS
 - Adobe Creative Suite
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PROFESSIONAL EXPERIENCE

Revelyst (Fox Racing, Bell Helmets, Giro Sport Design, CamelBak)

Product Designer (UX/UI) & Lead Digital Experience Designer

Barcelona, Spain | March 2017 – Present

Senior Product Designer responsible for **owning and evolving core product experiences** across multiple large-scale platforms in Europe, serving different brands, markets and internal teams. Act as the main design counterpart for product, engineering and business stakeholders across Europe and North America.

Key Responsibilities

- Own the design of complex user flows and platform architecture, enabling internal teams to configure, manage and launch experiences efficiently across multiple markets.
- Design scalable systems and reusable components to support new brand launches, replatforming initiatives and ongoing product evolution.
- Collaborate closely with product, engineering and stakeholders to translate requirements into clear UX solutions, ensuring feasibility, clarity and consistency.
- Act as the primary design liaison between European teams and North American development teams, maintaining alignment through async documentation, weekly reviews and structured handoffs.

- Create wireframes, interaction models and high-fidelity prototypes in Figma to define expected behaviors, edge cases and system logic.
- Lead discovery and continuous improvement initiatives, identifying friction points and proposing UX solutions to improve efficiency, usability and conversion.
- Define and document UX behavior for development through Jira tickets, including detailed specifications, flows, prototypes, screenshots and recordings.
- Validate and test product updates prior to release, ensuring correct functionality, performance and mobile-first behavior.
- Lead and support A/B testing initiatives, using insights to iterate and improve product experiences.
- Ensure consistency and quality across all European platforms while allowing flexibility for regional needs.

Leadership & Ownership

- Took full ownership of design and UX processes for multiple platforms in Europe, acting as the go-to person for product-related decisions.
- Mentored interns and junior designers, defining workflows, reviewing work and supporting professional growth.
- Coordinated external collaborators and freelancers, ensuring smooth workflows and clear expectations.
- Led cross-functional initiatives without direct authority, aligning teams around shared goals and delivery timelines.

Key Achievements

- Led the launch and scaling of platforms in 7 European countries, owning UX audits, platform configuration, system design and cross-team coordination.
- Designed and standardized UX patterns and templates, significantly improving scalability and reducing time-to-launch for new initiatives.
- Improved collaboration with engineering teams, reducing feedback loops by approximately 30 per cent through clearer specs, better documentation and shared understanding.
- Played a key role in multiple replatforming initiatives, ensuring a smooth transition while maintaining usability and performance.

EDUCATION

Double Degree in Graphic Design and Visual Communication
L'IDEM Barcelone, Spain

LANGUAGES

- **Spanish:** Native
- **Catalan:** Native
- **English:** Professional Proficiency
- **French:** Basic Conversational