

Manuel Freire Brito

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

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PROFESSIONAL BACKGROUND

Senior Product Designer with 9+ years of experience designing, building and scaling complex digital products and platforms 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, cross-functional environments.

Owns product areas from discovery to launch, translating business and technical requirements into intuitive user flows, and designing systems that let users configure, manage and optimise experiences at scale. Known for strong ownership, systems thinking and the ability to collaborate asynchronously with global teams. Acts as the company's primary QA tester across all four brand platforms, validating every update before release, a role built on close partnership with the development team. Works comfortably in code (HTML/CSS) and reasons about how design integrates with engineering. Uses AI tools (Claude, Cursor, vO, Lovable) as a regular part of the design and build workflow, including agentic prototyping and synthesis.

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

Tools

- Figma (Auto Layout, Components, Prototyping)
- Jira, Miro, Asana
- Salesforce Commerce Cloud & Marketing Cloud
- Front-end fluency (HTML/CSS) & engineering-aware design
- Adobe Creative Suite
- Claude · vO · Lovable · ChatGPT

Collaboration & Delivery

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

Research & Optimization

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

PROFESSIONAL EXPERIENCE

Revelyst (Adventure Sports Group) — Barcelona, Spain

Barcelona, Spain | March 2017 – Present

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

Fox Racing · Bell Helmets · Giro Sport Design · CamelBak

- Sole EU design and platform lead across four globally recognised performance brands on Salesforce Commerce Cloud
- Scaled Fox Racing from 5 to 12 European markets across 9 languages and 4 currencies
- Launched Bell Helmets and Giro Sport Design simultaneously (Apr 2023) — full site architecture, PDPs, homepages and legal pages for both brands at the same time
- Launched CamelBak (Feb 2024) applying the established multi-brand framework, delivering the same scope in significantly less time
- Conceived and built the Private Sale access system: a configuration-driven, access-controlled experience using customer-group logic and cookie-triggered personalisation, with two distinct user paths across 12 markets and country-specific legal handling (drove 10-15x newsletter signup uplift, 30 to 400-500/day)
- Acts as the company's primary QA tester across all four brand platforms — validating every update before release, building a close working relationship with the development team
- Led research and redesign of size chart experience — diagnosed root cause of high return rates through usability testing and support ticket analysis
- Uses AI tools (Claude, Cursor, vO, Lovable) in day-to-day workflow for prototyping, research synthesis and production delivery

Key Responsibilities — Platform & Systems

- Own design of complex user flows and platform architecture across multiple markets
- Design scalable systems and reusable components to support new brand launches and ongoing product evolution
- Create wireframes, interaction models and high-fidelity prototypes in Figma
- Lead A/B testing initiatives; validate and QA product updates prior to every release
- Maintained design and UX coherence across four product platforms, nine languages and four currencies on a shared Salesforce architecture

Team Leadership & Cross-functional Support

- Mentored interns and junior designers; managed freelance translators
- Led Content team bridging content and ecommerce departments
- Supported eMerchandising, Retention and Marketing teams with assets, links and campaign coordination

Key Achievements

- Led launch and scaling of platforms across 12 European countries
- Designed and standardised UX patterns and templates, significantly improving scalability and reducing time-to-launch
- Improved collaboration with engineering, reducing feedback loops by ~30% through clearer specs and documentation

French Chamber of Commerce — Barcelona, Spain
Design & Communications Intern

Barcelona, Spain | March – August 2016

- Created logo and visual identity for Prix Pyrénées award
- Produced graphic content for events: flyers, posters, social media, email
- Assisted with website updates and B to Bio event visual materials

Education

Double Degree in Graphic Design and Visual Communication
L’IDEM Barcelona, Spain

2013 - 2017

Referrals - Available at portfolio · manuelfreirebrito.com

PERFORMANCE REVIEW · 2025

"A pivotal asset in supporting all adjacencies areas of our department — a strong contributor to newness and innovation, particularly on the UI/UX side."

Europe Senior Digital Director · Revelyst · Consistently Exceeds Expectations

RECOMMENDATION LETTER

"Manuel became a stabilizing force — he proactively filled gaps, maintained momentum, and helped the team navigate uncertainty without compromising delivery or quality."

Former Intern → UX/UI Web Designer · ~3 years