

Radilson Gomes

Founding / Lead Product Designer - AI Platforms & Developer Tools

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Summary

Founding product designer who codes, with 16 years of experience turning complex technology into clear, useful products. First designer at [fal](#) and Basis Theory, with deep experience taking AI platforms, developer tools, and B2B SaaS products from 0 to 1. Self-taught and relentlessly curious, I learn unfamiliar domains from scratch and go all in with early-stage teams, contributing beyond the usual design remit wherever it helps the company move forward. I work across product strategy, interaction and visual design, design systems, developer experience, and code-based prototyping to turn early ideas into polished, testable product experiences. I use AI as part of the design process to move from ambiguity to working product ideas faster, while keeping product judgment and craft human-led.

Experience

[fal](#) | Founding Product Designer

Jun 2025 - Present | Remote

- Established the product-design foundation for a generative-media platform used by 1.5M+ developers, spanning Model APIs, Serverless, Compute, Sandbox, dashboards, and core developer workflows.
- Created and named [fal Sandbox](#), a multi-model environment for running the same prompt side by side, comparing generative-media results, speed, and cost, and sharing results with a team; led its product direction, experience, launch framing, and supporting copy.
- Built **infer**, fal's design system, including a three-tier token architecture and reusable component foundations that make product quality and consistency scalable.
- Lead the evolving Serverless information architecture and observability experience, including navigation, application controls, usage and billing clarity, logs, environments, and analytics for cost, latency, reliability, and operational trust.
- Helped scale the design function from one to four designers while representing product design in hiring and cross-functional product conversations.

[Pixeldrops](#) | Founder & Product Designer

Jan 2014 - Present | Remote

- Run an independent product-design studio for founders and early-stage teams building AI products, developer tools, fintech, commerce, and premium consumer experiences.
- Partner with clients including Basis Theory, Kapa.ai, Rep.ai, Stablecoin.xyz, Brale, and BSPK on product UX, websites, design systems, brand expression, and working prototypes.
- Work as an embedded, high-agency partner: step into product strategy, technical exploration, brand, prototypes, and communication wherever a team needs momentum, not only within a formal design remit.
- Combine high-fidelity interface craft with product strategy and code-based prototyping to help teams make early product decisions before investing in full implementation.

[Upwork](#) | Senior Product Designer, Work Management

Jun 2024 - Aug 2025 | Remote

- Redesigned the fixed-price milestone experience for millions of clients and freelancers to address a multi-year decline in 28-day contract starts.
- Identified the core comprehension problem: users had to reconstruct payment status from six disconnected UI signals and could not tell whose turn it was.
- Designed **Last Activity** and role-aware **Next Step / Action Required** patterns as a single source of truth across every milestone state, including revisions, auto-release, and multi-milestone flows.
- Shipped the work as a 50/50 experiment that produced statistically significant lifts in 28-day contract starts (+0.47%), milestones paid (+0.42%), and milestones submitted (+2.33%), with neutral spend.

[Basis Theory](#) | Founding Product Designer

Apr 2021 - Jun 2025 | Remote

- Served as the first and only designer from day one, building a developer-focused platform that simplifies the secure handling of sensitive data.
- Designed the product 0 to 1, including the developer portal, documentation, brand, marketing site, and end-to-end developer experience.
- Redesigned onboarding and documentation, reducing time to first token generation by 56.6%, from 15 minutes to 6.5 minutes.
- Improved documentation task-completion rates by 233% in user testing and reduced clicks required to find the right information by 66%.
- Designed and built the Basis Theory site in Framer, increasing perceived trustworthiness by 12% in user tests.
- Shipped [Sendsecure.ly](#), a one-time secret-sharing tool used to share more than 1,600 secrets.

[Avenue Code](#) | Principal Product Designer

Nov 2020 - Apr 2021 | Remote

- Designed and tested an immersive virtual Starbucks coffee-farm experience that reached 400,000+ visitors in 100+ countries.
- Shaped the user journey, website, and VR tours with a cross-functional team of three engineers and a product manager.
- Helped establish a foundation for three follow-on initiatives, including Starbucks shift-supervisor training and Rewards-program integration.

Zello Tecnologia | Design Manager / Senior Product Designer

Jan 2014 - Nov 2020 | Brasília, Brazil

- Led product strategy and interface design for 150+ digital-government projects across education, health, banking, justice, and the environment.
- Recruited, developed, and managed 12+ designers, while mentoring junior designers in product thinking and interface craft.
- Designed products used by 10M+ Brazilian citizens, including Brazil's official COVID-19 mobile app and its Apple exposure-notification integration.
- Designed the first mobile experience for the Rio de Janeiro Botanical Garden.

Earlier Experience

UI/UX Designer and Front-end Developer, Xys Interatividade | Feb 2013 - Apr 2014

Designed two versions of a corporate social network used by Brazilian government agencies and a job-discovery tool that increased reach by up to 330%.

UI/UX Designer and Front-end Developer, Grupo Novácia | Mar 2011 - Feb 2013

Created the initial information architecture, interface design, and front-end implementation for the Gestor Social platform.

Selected Capabilities

Product: 0 to 1 Product Design, AI Products, Developer Experience, B2B SaaS, Product Strategy, User Flows, Interaction Design, User Research, Usability Testing, Content Design

Systems & Craft: Design Systems, Design Tokens, Figma Variables, Visual Design, Responsive Web Design, Mobile Design, Typography, Information Architecture, Prototyping

AI & Code-Based Prototyping: Generative Media Workflows, Model Playgrounds, AI-Assisted Research and Synthesis, AI-Assisted Interface Exploration, Code-Based Prototypes, HTML, CSS, JavaScript, API Concepts, Cursor

AI & Code: Claude, Claude Code, Codex, Cursor Conductor, GitHub, Vercel

Design & Product Workflow: Figma, Figma Motion, Framer, Glyphs, Webflow, Linear, Obsidian, Paper, Wispr Flow, Notion, Adobe Photoshop, Hotjar, UserTesting

Education

MBA, Digital Marketing & Communication - IESB, Instituto de Educação Superior de Brasília | 2012 - 2013

BSc, Computer Science - UniCEUB, Centro Universitário de Brasília | 2008 - 2011

Recognition & Features

- [Honorable Mention, Awwwards](#) | 2024
- [Portfolio of the Day, Pafolios](#) | 2024
- [Special Kudos, Best UI Design, Best UX Design, and Best Innovation, CSS Design Awards](#) | 2023
- Featured in [Learn UI Design](#), [UX Planet](#), [Path Unbound](#), and [Muzli](#) | 2023-2024

Languages

Portuguese (native) | English (full professional proficiency)