

Hugo Filipe Costa

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SPEAKING & PUBLICATIONS

Facilitation From Collaboration to co-ownership - Hatch Leadership Ateliers 2026, Barcelona

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

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

Keynote The Future of Work conference - IADE, Lisbon.

CERTIFICATIONS & COURSES

Course The Art of Effective Communication
Hyper Island 2026

Course Product MBA
Builders Camp 2024

Course Leading for Creativity - Ideo University 2021

LEADERSHIP

Hired and developed 15+ designers across four organisations

MSc thesis: The role of design in innovation and leadership of distributed and multicultural organisations

Mentor, ADPList

SKILLS

Strategy & Management
Design Management · Product Management · UX Strategy

Craft & Thinking
Figma · Design Systems · UX Research · Facilitation · Storytelling

AI & Build
Claude · Codex · Cursor · GitHub
Vercel · Web dev · Accessibility

LANGUAGES

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

Design leader, over 15 years building design functions, setting the hiring bars, the systems and practices they still run on. Partner to founders and executives on product strategy across Adtech, Fintech, CX, HR tech and the Creator economy, from early-stage startups to unicorns. Currently focused on AI-native design and the governance models that let it scale.

EXPERIENCE

2025 – Now

Product Design Manager at Manychat (\$140M Series B, 1M+ businesses)
Two teams, 7 senior, staff and content designers

- Took Manychat's first AI products from zero to one in 8 months, AI Behaviour and AI Replies, validating a new product line.
- Created and built the AI Design Playbook, the patterns, standards and skills for how the company designs AI products.
- Spearheaded the design system foundations and content design guidelines, lifting component adoption 6% in six months.

Head of Product Design at Screenloop (Seed to Series A) 2021 – 2025
Founded the design and research function. Three engineering teams.

- Partnered with the CEO and CPO to define product strategy and roadmap for the Talent Operations platform.
- Shipped 6+ products driving 156% WAU growth, a 467% rise in app events and an NPS of 8.5.
- Established UX research and product discovery as a strategic input.
- Built the design system, raising internal design quality to 6.1 out of 7.

Product Design Manager at Talkdesk 2019 – 2021
Led a platform design team of 6 across three product areas.

- Owned design for CX Cloud Admin, Reporting and Billing, the surfaces enterprise retention depended on.
- Helped scale the design org from 7 to 60+ designers, defining hiring criteria, onboarding and design culture at speed.
- Delivered the 2021 Inside Talkdesk keynote on scaling design practice org-wide, during the company's growth to a \$10B valuation.

Lead Product Designer at Feedzai 2016 – 2018
Matured the practice, grew the team 2 to 8.

- Launched Case Manager and Insights, two flagship risk intelligence products contributing to a \$50M valuation.
- Founded the UX research programme, running 40+ interviews and making research a first-class product input.
- Ran design recruitment, defined the design process and established team culture as the function tripled.

Senior UX Designer at Webspectator 2012-2015
Designed 0 to 1 Adtech platform and Ad exchange network.

EDUCATION

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

