

Hugo Filipe Costa

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VOICE

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

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 conference - 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

SKILLSET

Leadership & Strategy
Design Management · Product Management · Facilitation
Storytelling · UX Strategy

Craft & Thinking
Design Systems · UX Research
Design Thinking · Systems Thinking · Gen AI · Web dev

Tools
Figma · Miro · Claude · Codex
Cursor · Github · Vercel

LANGUAGES

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



Seasoned Design leader with 16 years of experience across Adtech, Fintech, CX, HR and Creator industries. Built and scaled design orgs and systems for startups, scale ups and unicorns, always at the intersection of design leadership and product complexity.

EXPERIENCE

2025 – Now

Product Design Manager at Manychat

- Leading the AI, design system and content design practices; managing 6 designers across two instrumental teams.
- Built the AI design playbook, with design system skills and guidelines
- Led and rebuilt the design system foundations and documentation towards an Agentic DS. Raised in 6% the adoption for DS compliant components, from June to December 2025.
- Hired 1 Senior Product Designer+ 1 Senior Content Designer

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 to score of 6.1 / 7 in the internal Product Design quality survey.
- Managed 450+ design and research tasks, establishing UX research as a repetitive and strategic practice to product thinking and validation.

Product Design Manager at Talkdesk

2019 – 2021

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

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 leadership for Adtech solution and Ad exchange network.

EDUCATION

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