Lucas Bertolozzi

Senior Product Designer | UX/UI and Design Systems | Fintech

São Paulo, Brazil · Open to remote or hybrid · EU citizen

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Summary

Lucas Bertolozzi designs interfaces and the systems behind them. At XP Inc. he single-handedly built Clear Corretora's primitive token foundation in SOMA, the design system shared by XP, Rico and Clear, and carried it into the app and the trading platform. A front-end developer before he was a designer, he cares about states, components and clean developer handoff.

- **719k active users** on the Clear App in December 2020 and **3 awards** at Guia Yubb 2021, including best investment app
- **95% approval** in usability tests of the redesigned trading platform, run with real clients
- **+19% sign-up intent** per visit on the Clear website in 2020
- **Clear's primitive token foundation in SOMA** built from scratch and used across app and web

Work experience

XP Inc. · Clear Corretora

Sep 2017 – Oct 2021

Senior Product Designer · São Paulo, Brazil

Four teams across marketing and technology, with Clear at the centre: following the same client from first ad to first stock order.

- **Clear App:** end-to-end UX and UI for the mobile investing app, from research and flows to prototype and developer handoff.
- **Clear PRO:** evolved the flows of the desktop trading platform and co-ran moderated usability tests with real clients, reaching 95% approval.
- **Design system:** Clear's primitive tokens and core components in SOMA, the multibrand design system of XP, Rico and Clear. Sole Clear ambassador while the foundation was defined.
- **Acquisition:** landing pages, campaigns and the account-opening email journey, tied to activation (first deposit and first trade).
- **Brand and web:** XP Investimentos portal home page, Clear and Clear Educação websites, Expert XP hotsite. Presented key findings and the app launch to the design tribe of about 50 designers.

Independent work

2025 – Present

Product Designer · São Paulo, Brazil

- **Clear App:** rebuilt from scratch in Figma with tokens, variables, component properties and full state sets.
- **OKLCH colour system:** 7 hue families in 12 steps, separate light and dark palettes, every text pair tested against WCAG, AAA on primary text.
- **Portfolio:** designed and shipped in Astro, bilingual, with AI in the design and build workflow.

Ireland, Italy and Spain

Feb 2022 – Aug 2026

Career break

Four years living and working abroad, handling daily life in English, Italian and Spanish.

Redcube Agency Apr 2010 – Dec 2016

UX/UI Designer, formerly Front-end Developer · São Paulo, Brazil

- **Carrefour:** investor relations website and annual reports, the brand's first e-commerce and seasonal pages.
- **Alpargatas:** internal stock control system and training hotsite for collection launches.
- **Ticket:** hotsites and campaign pages. Best campaign at Top of Mind Estadão RH 2012.
- **Front-end:** joined as a developer in Apr 2010 and moved into UX/UI design in Feb 2011. HTML, CSS and JavaScript.

Skills

Interface: visual craft excellence, typography, colour theory, spacing and rhythm, grids and layout, visual hierarchy, iconography, responsive design for web and mobile, micro-interactions and motion, data visualisation, high-density UI

Design systems: primitive and semantic design tokens, Figma variables and modes, component libraries, component architecture, variants and states, auto layout, light and dark theming, multibrand systems, OKLCH colour, documentation and usage guidelines, governance, design-to-code parity

Accessibility: WCAG 2.2 AA and AAA, colour contrast, touch targets, focus states, inclusive design

UX and research: design thinking, user research, moderated usability testing, information architecture, user flows and journeys, data presentation, interactive prototyping, UX writing, progressive disclosure, product metrics and usage analytics

AI in design: Claude, Claude Code, Claude Design, Figma MCP, agentic design, GenAI design, AI prototyping, prompt engineering

Code: HTML, CSS, JavaScript, Astro, developer handoff, deployment on Cloudflare Pages

Tools: Figma (variables, component properties, prototyping, Dev Mode), design system libraries, Photoshop, Illustrator, Notion, Miro, Hotjar, Google Analytics

Domain: fintech, brokerage and investments, trading platforms, regulated products (CVM and investor suitability), e-commerce and retail, investor relations, internal enterprise systems, client acquisition and activation, CRM and email, corporate websites

Collaboration: stakeholder and leadership alignment, design presentations, design critiques, partnership with engineering and product, Scrum and agile

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Education

Panamericana School of Art and Design · Digital Design 2014 – 2016

Sebastiany Branding · Branding and Graphic Design 2013

Languages

Portuguese native · English B2-C1 · Spanish B1 · Italian A2