



Hugo Felix

Senior Product Designer · Product Strategy · B2B SaaS · Design Systems · AI Coding

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About

I'm a product designer with 10+ years of experience across digital products, brands, and start-ups. I currently work at Prezly, a SaaS company for PR and media relations, owning projects end to end: business case, design, and implementation, not just the pixels.

I started in industrial design and later moved into digital, working on projects like EzyCities, Workshoped, InfiniteBook, and Nomad Legacy. EzyCities failed, Workshoped got acquired, both taught me more than any clean win would have. I also run External Pixel, a small design studio, on the side, with my wife. Recently I started learning to code, not to become a developer, but to close the gap between design and implementation.

Work Experience

Senior Product Designer · [Prezly](#) ↗

2020 → Now · Remote

Revamped the signup flow, lifting completion from 27% to 40%, and reworked story creation, up 20% for existing users and 96% for trial users.

Built the first Prezly design system from scratch, now used by the entire product and marketing teams. Led the push on Elvis, an AI-facing design system.

Took the default Prezly newsroom theme from ideation through design, PM, QA, and release, now used by 400+ brands worldwide. Still write the changelog and help docs for it.

Created custom newsroom themes for major brands including Sony, Sennheiser, and BNP.

UI/UX & Marketing Designer · [Nomad Legacy](#) ↗

2019 → 2020 · (Hybrid) Porto, Portugal

Agency work across web, social, photography, and email for a mix of clients and industries.

Built a landing page for a dietitian client that grew leads by around 35%.

Marketing Designer · [InfiniteBook](#) ↗

2018 → 2019 · Porto, Portugal

First design hire. Grew the notebook line from 4 covers to over 20, with new packaging and a stronger brand.

Led the Genius collection (Frida Kahlo, Einstein, Gandhi, Fernando Pessoa) end to end, from concept to ads. Became their best-selling collection, ~35% of notebook sales that year.

Founder · [EzyCities / Workshoped](#)

2015 → 2019 · Porto, Portugal

Built EzyCities, a platform for booking homemade workshops. Led a team of 10, designed the web and mobile apps, marketing, and social from scratch. Raised investment from a Dutch fund and got a UN prize nomination. It failed.

Pivoted into Workshoped, an e-commerce brand selling workshop-in-a-box kits. Owned product, brand, and design end to end. It was acquired.

Contacts

Let's keep the conversation going. Email works best, but you'll also find me (no too much though) on social if that's more your style. I'm always open to feedback, new ideas, or just a friendly hello.

Portfolio www.uxhugo.com ↗

Email hey@uxhugo.com ↗

Linkedin in/iamhugofelix ↗

GitHub [/iamhugofelix](https://iamhugofelix) ↗

Medium @iamhugofelix ↗

Education

Front-end Engineer · [EDIT Digital School](#)

2025 · 240h Course · Porto, Portugal

Git, HTML, CSS & SCSS, JavaScript, React & TypeScript.

UI & UX Design · [EDIT Digital School](#)

2020 · 360h Course · Porto, Portugal

User research, design thinking, wireframing, prototyping.

Industrial Design · [Politécnico do Porto](#)

2009 → 2012 · BA · Porto, Portugal

Furniture design, lighting design, 3D modelling, graphic design, technical drawing.

Toolset

Some of the tools I mastered to help me design, prototype, test, and build products.

Figma

Cursor

VSCode

Codex

Claude Code

GitHub

Linear

Mixpanel

Sendgrid

Stripe

Intercom

+ Other

Fun facts

I'm a goofy dad of 2 beautiful daughters.

I've already lived in 4 different countries.

My favourite books are: User Friendly by Cliff Kuang and Robert Fabricant, and The Alchemist by Paulo Coelho.

My "The death of UI" article on Medium has 6k+ reads on Medium.