

Tiago Allen Marques de Oliveira

Lead Product Designer | AI & Enterprise Systems

AI-Driven Workflows · B2B Platforms · Product Strategy

Madrid, Spain | +34 627 376 278 | lokidg@gmail.com | [LinkedIn](#) | [Portfolio](#)

Summary

Lead Product & UX Designer with 14+ years of experience specializing in **AI-driven enterprise systems** and complex B2B platforms. I operate at the design-product boundary, translating ambiguous business requirements and AI/ML capabilities into scalable product strategies that drive adoption, efficiency, and trust. Proven track record of defining AI frameworks at Amazon-scale and mentoring cross-functional teams to deliver high-impact intelligent features.

Key Skills

Design Leadership: Product strategy, roadmap influence, cross-org alignment, and mentoring.

AI & Systems Design: Agentic workflows, GenAI conversational frameworks, and decision-support UX.

Technical Strategy: Translating AI/ML model capabilities into trustworthy, transparent product features.

Domains: Enterprise SaaS, Procurement Automation, IT Observability, and B2B Commerce.

Selected Impact

- **61% Reduction** in incident detection time and 20% faster response through observability redesigns.
- **30% Improvement** in operational task completion rates for inventory and monitoring workflows.
- **12% Conversion Lift** across B2B booking flows via redesigned search and map components.
- **50% Faster design-to-development** time through the implementation of centralized design systems.

Experience

Senior Product Designer (Lead) | Amazon Business – Madrid, Spain | Sep 2024 – Present

- **Defining the Conversational AI Framework:** Leading the UX strategy for Amazon Business Assistant, a GenAI-powered platform enabling enterprise procurement teams to access personalized guidance and agentic actions.
- **Strategic Alignment:** Partnering with Product, Engineering, and Data Science to define UX-led decision criteria and influence AI roadmap priorities.
- **System Standards:** Defined reusable AI interaction patterns and conversational flows adopted across teams to improve implementation consistency.
- **Leadership & Mentorship:** Mentoring peers and establishing frameworks that empower distributed teams to deliver GenAI features independently.

Senior UX Designer | Amazon FTR | Madrid, Spain | Apr 2022 – Sep 2024

- **Observability Leadership:** Led the redesign of device management systems, consolidating millions of monitors into actionable dashboards for Ops IT leaders.
- **Operational Resilience:** Achieved a 61% reduction in incident detection time, significantly strengthening global operational stability.
- **System Advocacy:** Advanced the adoption of the corporate design system, reducing friction between design and engineering through scalable patterns. UX Designer | Amazon FTR — Cologne, Germany | Dec 2020 – Apr 2022
- **Process Engineering:** Introduced a structured UX process linking business objectives to design outcomes, later adopted as a model by regional teams.
- **Workflow Optimization:** Redesigned inventory monitoring workflows, resulting in a 30% increase in task completion rates.
- **Accessibility:** Drove WCAG compliance audits and accessibility improvements to ensure inclusive design at scale.

UX Designer | HRS Group — Cologne, Germany | Jun 2019 – Nov 2020

- **Conversion Optimization:** Designed interactive map and search components for B2B booking, driving a 12% conversion increase. [Current Experience](#)
- **Systems Design:** Co-built a centralized design system that reduced design-to-dev handoff time by 50%.

Earlier Roles

- **UX Designer | T-Crio Design — Brazil (2018–2019):** Designed UX for **transport, logistics, and energy platforms**, simplifying workflows and boosting operational efficiency. [View project >](#)
- **UX Designer | EyeNetra — Boston, USA (2016–2017):** Designed **mobile interfaces for eye-exam apps adopted in 140+ countries**, while supporting branding and marketing collateral. [View project >](#)

Education & Certifications

- **MBA Marketing Operations: FGV (2009) | BA Graphic Design: UFG (2005)**
- **Specialized Training:** NN/g AI Experiences (2025), AWS GenAI (2024), IBM Design Thinking (2020), IDEO (2020)

Languages

- **Portuguese (Native) | English (C1/Fluent) | Spanish (A2/Conversational)**