

Eduardo Toledo

Product Designer & Founder · Mobile · SaaS · Web

São Paulo, Brazil · Remote

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linkedin.com/in/eduardolecdt

Portfolio & case studies: lecdt.com/en/cv

dribbble.com/edusites

I started in 2014 designing landing pages and never stopped. Today I lead design across my own products and client work: iOS and Android apps, SaaS platforms, e-commerce and marketing sites.

I own projects end to end — problem framing, UX, interface, motion and the design system — and I prototype in code when it beats static mocks. Being able to build what I design (Vue/Nuxt, Capacitor, Node) means I talk to engineers in their language and catch constraints early.

AI is part of how I work every day: I use Claude Code to explore ideas, prototype flows and ship faster without lowering the craft bar.

EXPERIENCE

2019 — Present

Team Lecdt *Founder & Lead Product Designer*

Design and development studio behind 200+ websites, systems, apps and online stores for companies such as Itaipu Transformadores, Cozimaq and Caravelas Editora.

- Leads design for every project, from discovery to launch
- Built the studio's design system and delivery process
- Corporate sites, admin panels, SaaS and e-commerce

lecdt.com

2022 — Present

EduSites *Founder & Product Designer*

Learning community for people who want to make a living building websites and systems: live workshops, lessons, quizzes, a game, a ranking and a chat — on web and iOS.

- iOS app live on the App Store, with in-app purchases and Apple/Google sign-in
- Gamification system: XP, levels, weekly ranking and streaks
- 182 lessons across 8 workshops

eduardosites.com

2023 — Present

UnicPages *Founder & Product Designer*

AI website builder that works through a conversation: you describe what you need and the AI writes a real project, previews it live and publishes it to your domain.

- Conversational editor with live visual editing
- 50+ niche templates in 3 languages and currencies
- MCP integration for Claude and ChatGPT

unicpages.com

2024 — Present

Gestão Dev *Founder & Product Designer*

Management platform for developers, agencies and software houses: proposals, contracts, billing, invoices and tasks in a single flow.

- SaaS platform plus an iOS app on the App Store
- BRL 1.4M processed through the platform
- WhatsApp assistant, AI and MCP built in

gestao.dev

Plataforma CERA *Founder & Product Designer*

Management system for the automotive industry, designed and built from scratch. Successful exit in 2023.

- Designed the full product: platform, admin and marketing site
- Acquired in 2023

MOBILE APPS

iOS · Web	EduSites Community and learning app with a chat, workshops, a lesson player, quizzes and a gamified study loop. apps.apple.com/br/app/edusites/id6794435974
iOS · Web	PagZero Sales, goals and an alert for every approved sale in the producer's pocket, with checkout and members area on the web. apps.apple.com/app/id6796823985
iOS · Android · Web	Encarafit AI workout and nutrition app. Every exercise shown on a customizable 3D avatar, rest-time games and three native apps: students, personal trainers and gyms.
iOS · Web	Gestão Dev Proposals, contracts, billing and tasks in your pocket, with push notifications for every payment. apps.apple.com/br/app/gest%C3%A3o-dev/id6803234785
iOS · Web	Trade Imobiliário Property radar that scans the portals and alerts by push, real price per m² and renovation feasibility for investors. apps.apple.com/br/app/trade-imobili%C3%A1rio/id6815890814

CLIENT WORK

CarbonoPay, Dyamante, Graffenno, Trade Imobiliário, NT Tecnologia, Itaipu Transformadores, Cozimaq, Home Lucrativo, Oligo Analytics and 200+ projects since 2014.

SKILLS

Product design	Mobile	Prototyping & motion	Build
End-to-end product ownership	iOS Human Interface Guidelines	Figma (advanced)	Vue / Nuxt
UX research & flows	Material Design (Android)	Prototyping in code	Capacitor (iOS & Android)
Interface & visual design	Native patterns & gestures	Micro-interactions	Node.js & MongoDB
Design systems	In-app purchases & onboarding	Motion (After Effects, Remotion)	Docker & CI/CD
UX writing	App Store / Play submission	Claude Code & AI tools	SEO & performance

LANGUAGES

Portuguese *Native* English *Fluent* Spanish *Intermediate*