Keythe Rueckert

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Brazil (Remote)

PROFESSIONAL SUMMARY

Product Design Engineer with 3+ years designing digital products, B2B SaaS for complex, data-heavy operations (CRM, supply chain) since Nov 2024, and, since August 2026, building interfaces directly in code with React, TypeScript, Next.js, Tailwind CSS, and shadcn/ui. Sole UX designer and researcher across multiple modules, owning discovery research through implementation. Maintains a live design system documented in Storybook and works daily with agentic tools (Claude Code, MCP integrations, custom skills), reviewing and validating AI output.

CORE COMPETENCIES

Product Design & UX | UX Research | Interaction Design | Design Systems (components, tokens, documentation) | React | TypeScript | HTML/CSS | Responsive & Accessible UI | Agentic Development | Storybook

WORK EXPERIENCE

Cantu Inc

August 2026 - Present

Design Engineer

Brazil

Designing and building the operational layer of an enterprise SaaS platform for Brazil's automotive market - CRM, supply chain, and omnichannel commerce for distributors, retailers, and logistics providers - where interface decisions shape how sales teams secure inventory and how B2B buyers navigate complex purchases.

- Design and build interfaces directly in code (React, TypeScript, Next.js, Tailwind CSS, shadcn/ui), carrying product intent into implementation without a traditional design-to-engineering handoff.
- Evolve a component library with variants, tokens, and Storybook documentation, keeping design artifacts and coded components aligned.
- Work daily with agentic tooling - Claude Code, custom instructions and skills, and MCP integrations (GitHub, Vercel, Notion) - and review and verify generated code instead of accepting it as is.

Cantu Inc

November 2024 - August 2026

Product Designer (UX Research & Design)

Brazil

- Sole UX designer and researcher, owning the full cycle: discovery research → problem definition → interaction design → prototyping → validation with product and engineering.
- Ran UX research with sales, logistics, and B2B buyer journeys to define the problem before designing, and to validate solutions before build.
- Introduced AI-assisted research workflows (Perplexity, LLMs, NotebookLM) for synthesis and competitive analysis, documented as a published playbook.
- Built a component registry and layout contract (shadcn/ui, Tailwind CSS) before the first screen of a new module shipped, so the module could be extended without rework.

Focus Monk

September 2023 - November 2024

UX/UI Designer

- Designed end-to-end UX for a productivity application with the founding team - flows, information architecture and visual system from the ground up.
- Delivered Figma components and interactive prototypes; responsible for research synthesis, interaction design and usability testing.

Lize

April 2023 - August 2023

UX/UI Designer

Joinville, Brazil

- Contributed to a full redesign of the web and mobile platform across qualitative and quantitative research, A/B testing and usability testing.
- Delivered redesigned flows for core user journeys, reducing onboarding friction and improving task completion across device types.

Self-Directed UX/UI Training

November 2021 - March 2023

Career Transition

- Transitioned from visual/art direction into product design through coursework in UX/UI fundamentals and advanced Figma workflows.

G'Seis Publicidade & Arroba Design

September 2020 - October 2021

Art Director

Balneário Camboriú, Brazil

- Visual identity creation and design principles (alignment, proximity, movement, space, balance); Photoshop, Illustrator, Premiere.

PROJECTS

Interactive Case Studies - Responsive Data System, Roadfit, Fleetline

Concept

Three fictional concept prototypes in React/Next.js on a shared component system, checked with axe and by keyboard, each stating what was measured and what was not.

React, TypeScript, Next.js, Tailwind CSS, TanStack Table, axe-core | keyportfolio.vercel.app

Design System Governance Dashboard

Internal tool excerpt

Excerpt of an internal tool, plus two pipelines so analysts and developers build from the same real catalog. Tested, and the team is starting to adopt it.

React, TypeScript, Next.js, Tailwind CSS, Storybook, Vitest, axe

FocusMonk - Accessibility Redesign

Redesigned 6 screens of a gamified focus app. Raised the primary color pair contrast from 2.67:1 to 16.91:1 (WCAG AA and AAA), replaced an icon-only navigation rail with a labelled menu, and collapsed a two-list schedule plus calendar into one table.

Figma

Design System Handoff Manual

Handoff manual covering color, type, buttons and spacing, with a usage rule for every value. Tokens named after Tailwind and shadcn conventions so designers and developers use the same names; rebuilt as a live, interactive spec in the portfolio.

Figma, React, TypeScript (adapted from real work; client details removed)

UI Scenario Generator - VS Code Extension

Built a TypeScript VS Code extension that generates all possible UI scenarios for a system module from its business rules, powered by the Groq API. Full test suite with 13 tests.

TypeScript, Groq API (Llama 3.3), VS Code API, Jest

EDUCATION

Postgraduate Degree, UX Engineer (in progress) PUC Minas — Aug 2026 - Dec 2027

UX Engineering, Design Systems, Front-End Architecture, React, HTML, CSS, JavaScript, Node.js, APIs, DevOps, software quality and testing.

MBA in UX Research, Research Operations and Design Leadership Centro Universitário de Tecnologia de Curitiba (UNIFATEC) — 2023 - 2024

Bachelor's Degree in Advertising and Marketing UNIASSELVI — 2015 - 2018

CERTIFICATIONS

Agile Fundamentals: Including Scrum and Kanban — 2022

SKILLS

Design: High-Fidelity UI Design, Design Systems & Component Libraries, UX Research, Usability Testing, Interactive Prototyping, Information Architecture, Accessibility, Figma

Engineering: React, TypeScript, Next.js, HTML, CSS, Tailwind CSS, shadcn/ui, Storybook, Responsive & Accessible UI, APIs, JSON

AI: Agentic Development, Claude Code, Claude/Gemini/Groq APIs, MCP servers, NotebookLM, ChatGPT, agent instructions and skills

Product: Agile, Scrum, Kanban, Cross-functional collaboration, Operational mapping

Languages: Portuguese (Native), English (Advanced, professional working)