

Pedro Couto e Santos

Senior Digital Product Designer since 1998

Lisbon, Portugal (UTC+1) / Experienced remote worker (10 years) /

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Summary

Design leader with a 30 year career in digital products. Last decade focused on healthcare, medical devices, and data analytics tooling. Hands-on manager for teams of up to 15 designers. Hired, mentored and supported diverse teams, while executing, internationally.

Ready to invest the next 5–10 years in a senior role where I can mentor emerging designers and ship products that make a genuine difference in people's lives. Excited to continue in healthcare, or explore a new industry, tech or market.

Roles

Rune Labs (Remote-US)

Director of Design (Europe) / Lead Product Designer — 2022 - Present

- Parkinson's disease care product (StrivePD)
- Built cross-platform design system, cut new product design time in half
- Refreshed iOS application UX/UI, setting StrivePD up to be best in class for remote care (essentially, v2.0)
- Designed several features end-to-end, such as Activity, Daily Check-in, Pre Visit Prep, parts of Medication, and others
- Conceptualized v3.0 as a product pivot into conversational AI
- Conducted user research with patients and carers
- Designed the data analytics platform being used to support major revenue streams through pharma research (StriveStudy)

Clarivate (Freelance remote - Canada, UK, India)

Senior product designer & Team and project manager — Sep 2024 - Jan 2025

- Led client pitch, landing the job
- Integrated and led 3-designer team, as main point of contact with client
- Executed on high-complexity data visualization UX, transforming every data module
- Delivered final production-ready UI

Impossible/Kwamecorp (Hybrid-Lisbon, with remote clients in US)

Lead Product Designer / Design Director — 2015 - 2022

- Managed team of up to 15 designers, working as consultants for Fortune 500 clients
- Sat on the board & Helped manage the Lisbon studio (40+ people)
- Led new business efforts, pitching and acquiring first new client in several years: Leica Biosystems
- Executed multiple end to end product design projects for clients, especially in the healthcare field, Such as Roche and Genentech.
- Travelled extensively in Europe, the US and Japan to conduct user and product research, as well as prototype-based user testing

SAPO / Portugal Telecom (Lisbon)

Senior Web Designer / Head of Design — 2003 - 2015

- Managed team of the most senior designers (5 people), helping set design direction for almost 30 designers
- Led creation of Open Source frontend framework Ink (deprecated, but available), a design-first HTML/CSS/JS library (<https://ink.sapo.pt/>)
- Led only major rebranding effort in 30 years of the SAPO brand, championing the project internally, winning it for the in-house design team, and establishing it as the current brand
- Co-created and co-led Pond (extinct), a SxSW Technical Achievement award nominee multi-platform social network
- Led, designed, and coded (HTML/CSS), countless websites, applications, platforms, etc

NitroDESIGN (Remote-Lisbon)

Founder / Managing Partner — 1998 - 2003

- Founded and ran boutique web design agency, helping to pioneer web design in Portugal, in the 90s

Core skills

- Product & design strategy | road-mapping, OKRs, positioning
- End-to-end UX/UI | research, IA, wireframes, prototypes, hi-fi visual
- Interaction & usability | task flows, heuristic & usability testing, WCAG accessibility
- Design-system leadership | Figma tokens, multi-platform governance
- Data-viz & analytics dashboards | health & SaaS metrics storytelling
- Medical-device & healthcare UX | FDA 510(k), SaMD, HIPAA, clinical workflows
- AI-driven interfaces | LLM chat, voice, multimodal assistants
- Design ops & team mentoring | agile rituals, hiring, career ladders, remote collaboration
- Industry software | Figma, FigJam, Adobe CC, Sketch
- Daily AI use | ChatGPT, Gemini, Perplexity

Select projects

StrivePD / StrivePD 3.0 — Remote care digital product

For Rune Labs - runelabs.io

- User research and testing
- iOS/WatchOS/Web application design and production
- Cross-platform design system
- Experimental feature design and testing

DRG Fusion — Data analytics platform

For Clarivate - clarivate.com

- Platform UX/UI (web application)
- Complex data visualization design
- Prototyping
- Project management

Roche Iris — Digital pathology research platform

For Roche Diagnostics - roche.com

- International product research and concept, user research and testing
- Project and team management
- Complex data visualization
- Science R&D collaboration platform
- Digital pathology application for viewing and annotating tissue sample images

Roche VENTANA DP200 — Medical device / Scanner

For Roche Diagnostics - roche.com

- End-to-end product design for the application running the device
- International user research and testing
- Prototyping
- Application UX/UI
- Enclosure and front panel design

Pond — Multi-platform social network — Public choice award nominee at SxSW

For SAPO - sapo.pt

- Innovative product idea for a social network that aggregated all social networks, allowing for reading and posting across instagram, facebook, linkedin, twitter, flickr, and others in a single timeline.
- Product concept, and internal evangelism to get approval on building it (“startup inside a big corp”)
- Present at the 2010 SxSW Interactive awards, as a Technical Achievement nominee — Lost to Wolfram Alpha
- Web/Android/iOS applications
- Web frontend implementation (HTML/CSS)
- Co-team manager for 8 people

Education

B.A. in Communication Design (5 year degree) — Faculdade de Belas Artes, Lisbon (1995)

Languages

Portuguese (native), English (fluent).