Hunter Soares

Senior Product Designer · Design systems · Fintech

I'm a senior product designer at Diletta Solutions, a software house in Campinas, Brazil. For five years I've designed for banks and payment companies, among them N26, Up Brasil, Diletta Pay, CPF Seguro and Directo. I built the Flutter design system behind three apps in production on my own, from the idea to the architecture and the code. Before that, I redesigned Diletta Pay, a white-label bank that is live today. Open to senior product design or design systems roles, remote or in Brazil.

01	**Diletta design system**	Design system · three products
02	**CPF Seguro**	Product · three surfaces at once
03	**Diletta Pay**	White-label banking · with Igor Salomoni
04	**Directo · TicTac**	Offers feed · paired with Renato Garcia
05	**Directo · Creator**	Field app · paired with Renato Garcia
06	**N26 · Rules**	Concept study · 2022

N26 · Up Brasil · Banco Bold · Diletta Pay · CPF Seguro · Directo

hunter.soares.c@gmail.com · www.linkedin.com/in/soareshunter/ · huntersoares.com.br

01

Diletta design system

DESIGN SYSTEM · THREE PRODUCTS

Three products with different brands on top of one design system, and a written way to change that system

3
products with different brands run on the same interface language.

55
colors are all a new product declares to get its own brand. No component changes.

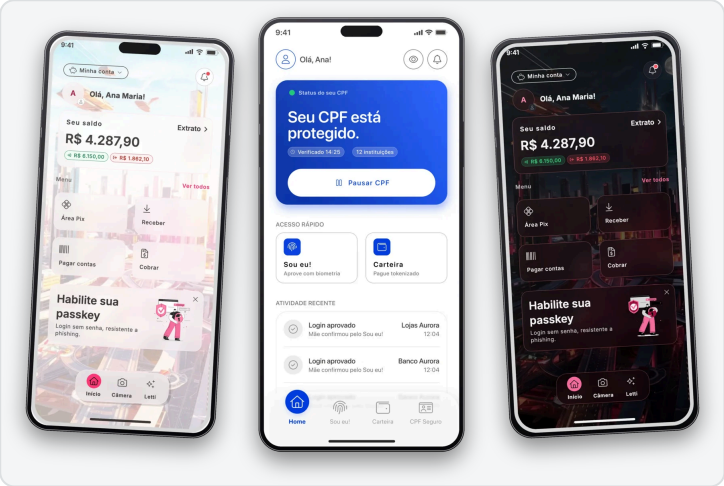
3 days
to ship a new product under its own brand. It used to take six weeks.

Problem. Three apps with different brands and a small team. The usual path is to copy the component library into each one, and then a fix in one copy never reaches the others.

Role and team. In Figma, the system's components were split among Diletta's designers. What turned that into the machine it is today I did alone: the idea, the architecture and the execution. That covers contracts, colors, code package, versions, catalog, checks and governance. Each app has its own engineering team, which decides when to adopt a new version.

The decision. Take color out of the component. The brand became a list of 55 colors the product declares, and the component only knows its purpose: background, text, error.

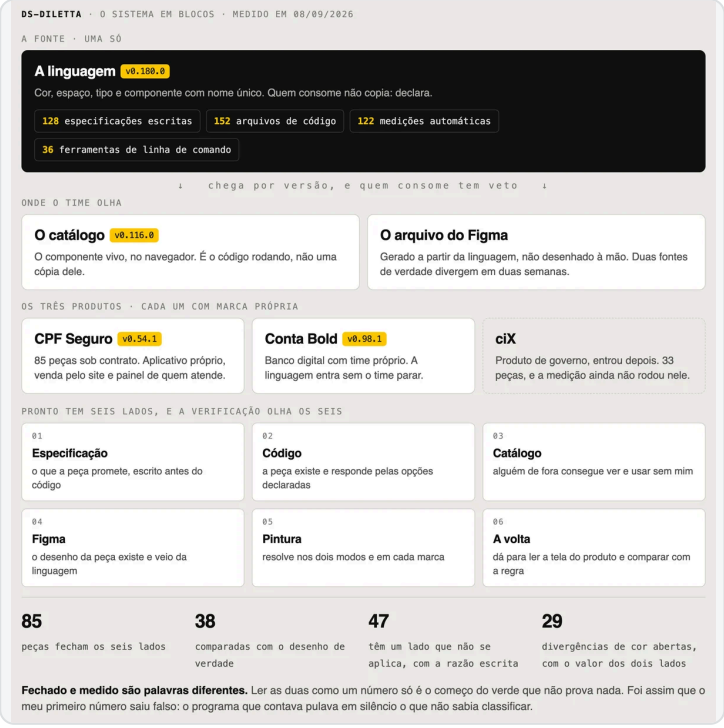
Result. A new product with its own brand costs 3 days, down from six weeks. In July one app was 176 versions behind. Today CPF Seguro is on the current version and Conta Bold is 5 behind.



Three products, one language

DECISIONS

- The brand is a list of colors, and that's all
- Three layers, and each one declares only what is its own
- What the product forgets to declare, a report shows
- Open components instead of configuration options
- Done is measured in six places
- A product's request becomes a file with a written answer



02

CPF Seguro

PRODUCT · THREE SURFACES AT ONCE

Fraud protection in three places: the app store, a partner's app, and the operator's desk

+34%
completion on sign-up inside the partner's app, after the six-screen flow.

3
surfaces live on one system: the store, a partner's app, and the operations panel.

88
screen parts with their options, values and defaults declared in one place.

22
flows audited by a program, with readable output.

Problem. Inside the partner's app, sign-up sent people off to find, download and open our app. A lot of them stopped right there. The ones who got in met a brand they didn't recognize.

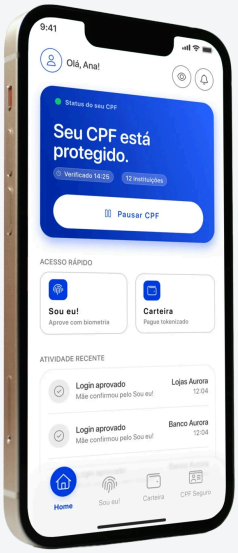
Role and team. 3 surfaces, and I carry all three. Research, flows, screens and the handover to engineering are mine. The code belongs to Diletta's engineering.

The decision. The partner's brand comes in through reserved places on the screen, and never on top of our colors.

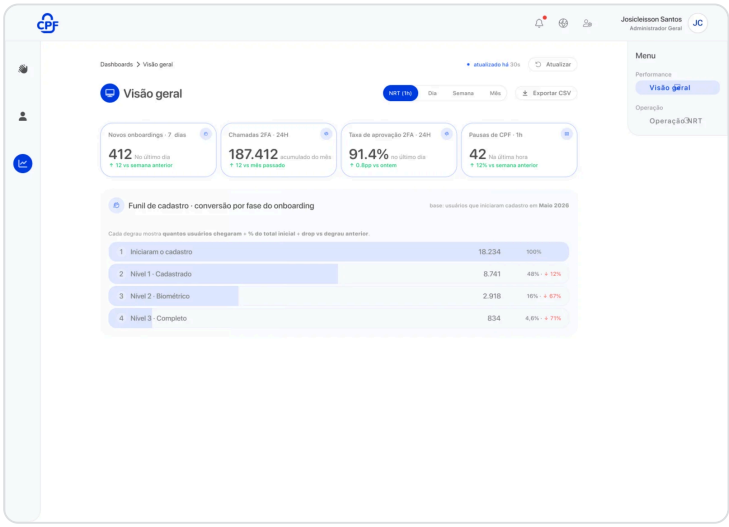
Result. +34% sign-up completion inside the partner's app, after the flow came down to six screens, entered by SMS and never touching the app store.

DECISIONS

- The partner's brand comes in through a reserved place
- The screen lives in a description that Figma and the app both read
- Each piece declares its own options
- A program checks all 22 flows
- The passkey works across the whole domain
- The brand on the login screen came from research



The home screen of the standalone app



Operator overview

03

Diletta Pay

WHITE-LABEL BANKING · WITH IGOR SALOMONI

The full redesign of a white-label bank, tested in the twelve colors the platform offers

12
brand palettes on the same home screen, in light and dark, with no change to the layout.

4 days
to launch a new brand after the redesign. It used to take three weeks.

4
of the twelve palettes failed contrast. I fixed all four before handover.

15
flow pages drawn, from statement to physical card.

Problem. Diletta Pay sells a ready-made bank to companies that are not banks, and every client ships it under their own brand. The platform offers 12 possible brand colors, plus an example of application. Each color runs in light and dark, so every screen exists in 24 versions. A color that works in one palette breaks contrast in another.

Role and team. I did the research and designed the screens for the app and internet banking. Designer Igor Salomoni built the color variables in Figma, the part that swaps the brand.

The decision. Test the same home screen against all 12 palettes before handover, with the palette treated as input from outside.

Result. Launching a new brand dropped from 3 weeks to 4 days. The test caught 4 of the 12 palettes failing contrast, and I fixed all four.



The same home screen across the twelve palettes · light and dark

DECISIONS

- Map the current flow before proposing the new one
- Mark the steps the user already knows
- Lock the legend before mapping
- Personal and business in separate maps
- Test the home screen against every palette before handover

04

Directo · TicTac

OFFERS FEED · PAIRED WITH RENATO GARCIA

Thirteen card templates for the TicTac feed, decided from data

39
combinations drawn, and not one new measurement in the system.

11 of 13
templates run on the photo the shop already has, with no paid production.

1 week
from brief to the first round's handover.

Problem. Every offer type in TicTac wanted its own card, and the brief arrived asking for ten templates. Kept by hand, they become ten components, and every fix gets made ten times.

Role and team. I'm a Senior Product Designer at Diletta, and Directo is a Diletta client. I worked in pair designing with Renato Garcia: we met every day and worked the elements together, to get more out of them and deliver faster.

The decision. Measure the templates by what the store spends on the photo.

Result. 11 of the 13 templates run on the photo the merchant already has, with no paid production. None needed a new measurement.

DECISIONS

- No new measurements
- The column format ships first
- The information block is locked
- Everything declared by name before the next template
- The store name box stops being fixed
- The surprise bag ships, with the risk written down



Showcase



Coupon, no photo

05

Directo · Creator

FIELD APP · PAIRED WITH RENATO GARCIA

The app of the person who produces the offer inside the store, and the model that decides who publishes on whose behalf

35
screens across four tracks, with the home screen as the only center.

3 axes
decide what each person sees and on whose behalf they publish.

16
screens of an alternative, delivered with the diagnosis beside them.

Problem. The TicTac feed only has offers if somebody photographs the product on the shelf and publishes it. That person, the creator, had no app.

Role and team. I'm a Senior Product Designer at Diletta, and Directo is a Diletta client. I worked in pair designing with designer Renato Garcia. We met every day and worked the elements together, to get more out of them and deliver faster. Directo validated each decision.

The decision. I replaced the list of three account types with an authorization model on three axes. The same person works at a store and represents a brand, and the list could not handle that.

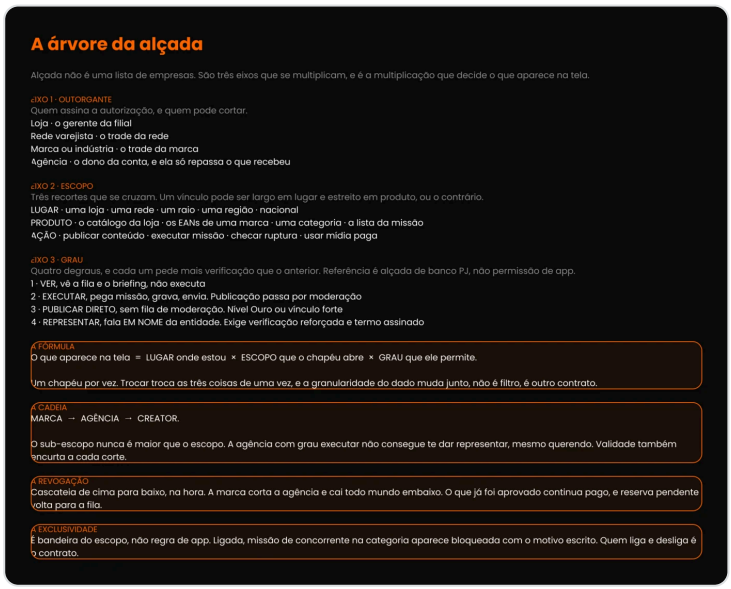
Result. 35 screens across four tracks and a nine-row table that decides what each link sees. Afterwards Directo asked for our design system.

DECISIONS

- Authorization is three axes that multiply
- Whoever executes never sees budget
- The personas did not turn into a build, so I wrote the list backwards
- The price comes from the barcode
- Nothing publishes outside a campaign



The home screen of the person who works



The authorization tree

06

N26 · Rules

CONCEPT STUDY · 2022

Bringing money automation to Brazil without translating the European screen

40%
of working Brazilians are not paid a monthly salary. The European feature assumes they are.

38
screens drawn across two end-to-end flows.

3
open questions written down for the team, instead of buried in the handover.

0
lines shipped. N26 closed its Brazilian operation in November 2023.

Problem. N26 Europe automates money with Rules: move an amount into a savings sub-account on a date and frequency. The anchor is a monthly salary on a fixed date. The Brazilian operation had the same engine and an audience with a different income rhythm and a different repertoire of events.

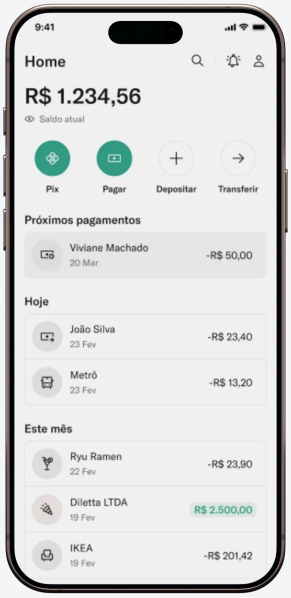
What I did. A concept map in four questions, a benchmark of three categories, a rule grammar in a single sentence, a localized vocabulary of triggers and actions, named templates as an on-ramp, and two flows end to end.

Result. The proposal, two complete flows, and three open questions on the record. Never shipped: N26 closed its Brazilian operation in November 2023.

Role. Sole author of the study. No access to usage data and no research budget, which is stated because it changes what the study can claim.

DECISIONS

- The rule is a sentence, not a form
- The trigger vocabulary is Brazilian, not translated
- A named template is the on-ramp, not the tutorial
- Trust is copy, and it is explicit



The home screen where the feature lives



01