

Designer hiring grows 70% globally — Deeploy brings strategic recruitment solutions to Web Summit Rio 2025

In a fast-paced digital transformation era and a global shortage of creative professionals, international hiring of designers has grown by over **70% in the last five years**, according to a McKinsey & Company report. At the same time, companies that invest in strategic design grow **twice as fast in revenue**, as highlighted in a study by Forrester.

This explains why markets such as Europe and the United States are turning their attention to countries like **Brazil and Portugal** — recognized for their **technical excellence, cultural adaptability**, and **competitive cost** of creative talent.

One of the companies leading this movement is **Deeploy**, a platform specialized in **recruitment and outsourcing of digital design professionals**, which will be participating in **Web Summit Rio 2025**, from **April 27 to 30**, with its own stand at the **Growth Pavilion** and presence on **Stage 5**.

Design as a business growth strategy

Founded in **2017** in Brazil and operating in **Europe since 2019**, Deeploy is based in Portugal and specializes in recruiting **UX/UI, Product Design**, and related professionals. The company connects high-performance talent with global businesses, through both **direct hiring** and **on-demand outsourcing**.

With clients like **Volkswagen, Publicis, Bradesco**, and **Syngenta**, Deeploy acts as a **strategic partner in building high-performing design teams**, offering **continuous support** throughout the entire project.

"The biggest challenge for companies today isn't finding people — it's finding the right people who can deliver value from day one. Hiring designers is just as complex as hiring developers, and we do it with intelligence, curation, and deep market connection," says **Fernando Padovan**, CEO of Deeploy.

Results for companies, value for professionals

According to **Deloitte**, UX professionals are among the **top 3 most outsourced tech roles** globally. Internal data from Deeploy shows that **over 60% of the designers** hired through the platform are now working on international projects — mainly in the **UK, US**, and **Portugal**.

Research from the **Design Management Institute** also shows that **companies focused on user experience are up to 228% more profitable** than their peers.

"We deliver better quality of life to top talent while reducing costs for companies — without sacrificing technical excellence. It's a win-win equation," adds Padovan.

AI meets human curation

While AI adoption in recruitment is growing fast, Deeploy believes in **balancing technology with human connection**. The company is currently developing its **own AI assistant** to help recruiters and hiring managers write clearer job descriptions and better assess candidate fit.

"We believe in optimizing recruitment with AI — but no technology will replace human sensitivity in hiring decisions," reinforces **Mao Barros**, Co-founder and Chief Creative Officer at Deeploy.

Deeploy at Web Summit Rio 2025

For the full four days of **Web Summit Rio 2025**, Deeploy will be at the **Growth Pavilion** showcasing its platform, success stories, and hiring solutions. On **April 30**, Mao Barros will speak on **Stage 5** with the talk: **"Inside the Evolving Design Mindset"**, exploring how design is becoming a core business strategy.

The team will also be available for conversations with companies and professionals looking to scale or join global design teams with more speed, precision, and impact.

About Deeploy

Deeploy is a recruitment and outsourcing company specialized in **UX, UI, Product Design**, and **digital design**. Founded in 2017 and operating in Europe since 2019, it connects high-performing professionals with global companies. Headquartered in **Portugal**, the startup is part of the **Startup Portugal** ecosystem and is committed to agile, human, and results-driven hiring solutions.

 Website: www.deeploy.me

 Press contact: imprensa@deeploy.me

 Instagram: [@deeploy.me](https://www.instagram.com/deeploy.me)