

Vítor Luiz de Castro

Product Designer | UI, Design Systems & Scalable Experiences

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Professional Summary

Product Designer with over 5 years of experience in digital products, working end-to-end, from discovery to delivery, with a strong focus on visual consistency, scalability, and real business impact.

Specialized in Design Systems, UI Design, and cross-functional collaboration with engineering, product, and data teams to create efficient and user-centered solutions.

I've collaborated with companies such as Edenred Brasil and Sensedia on large-scale projects, including self-service platforms, API ecosystems, and internal tools used by thousands of users.

Currently deepening my knowledge in AI applied to design, with a focus on automation, personalization, and product efficiency.

Work Experience

Product Designer (Consultant for Edenred Brasil)

Zallpy Digital · Jan 2024 – Present · Remote

- Implemented GA, Clarity, and Userpilot to track behavior and generate actionable UX insights.
- Created optimized flows and prototypes focusing on onboarding, retention, and engagement.
- Restructured user journeys based on real data and feedback to reduce friction.
- Collaborated with marketing and operations to design experience improvements aimed at conversion.
- Maintained design system governance and visual consistency across squads.

Product Designer

Sensedia · Sep 2022 – Dec 2023 · Remote

- Designed a self-service Developer Portal that reduced support tickets by 40%.
- Built and documented the esSense Design System, adopted across 10+ internal products.
- Partnered with PMs and engineers to develop scalable, consistent design solutions.
- Used Hotjar and GA data to validate hypotheses and prioritize enhancements.
- Redesigned critical flows that boosted the adoption of new B2B products.

UX/UI Designer

Sysvale Softgroup · Jan 2021 – Aug 2022 · Remote

- Redesigned the user experience of a public healthcare scheduling platform, with a mobile-first approach.
- Developed a high-conversion landing page for the “Cidade Saudável” product, increasing municipal interest.
- Created personas and user journeys based on research and interviews.
- Worked closely with developers to implement usability-focused improvements.

Education

- Postgraduate - User Experience Design and Beyond - PUCRS · 2024
- Bachelor of Graphic Design - Feevale University · 2022
- Technical Degree - Visual Communication - Instituto de Educação Ivoti · 2011

Languages

- Portuguese - Native
- English - Advanced (C1)
- Spanish - Intermediate (B1)

Core Skills

- Figma, Miro
- UI Design
- Responsive Design
- Prototyping
- Usability Testing
- User Interviews
- GA, Hotjar, Clarity
- A/B Testing
- Design Systems (Zeroheight, Tokens)
- Component Documentation
- Product Thinking
- Collaboration with PMs & Engineers

Highlighted Projects

- EsSense Design System (Sensedia)

Led the creation of a scalable design system adopted across 10+ internal products, reducing UI inconsistency and development time by 30%.

- Self-Service Developer Portal (Sensedia)

Designed a portal where clients could manage and publish their own APIs and documentation, reducing internal support requests and enabling self-service adoption.

- Cidade Saudável Landing Page (Sysvale)

Developed a high-impact landing page to highlight real health outcomes through visual storytelling and infographics, increasing product adoption by municipalities.