VÍTOR LUIZ DE CASTRO

UX Design Specialist | Product Design | Design Systems

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Professional summary

Product Designer with experience in user-centered design, working in technology companies. Focused on creating and optimizing user flows and developing prototypes. Knowledgeable in implementing design systems and using analytics tools like Google Analytics to understand user behavior. Collaborates with diverse teams to enhance user experience and contribute to business goals. Holds a postgraduate degree in User Experience Design and additional relevant coursework.

Professional experience

Product Designer - Zallpy Digital | Porto Alegre, RS | 01/2024 -
Present Currently consulting for Edenred Brasil. My responsibilities include:

- Integrating Google Analytics, Microsoft Clarity, and Userpilot for user behavior analysis, providing actionable insights for design decisions.
- Developing user flows, wireframes, and prototypes at various fidelity levels, focusing on optimizing user experience and reducing friction points.
- Collaborating with marketing and operations teams to understand user pain points, leading to significant process improvements and increased customer satisfaction. ● Reviewing and updating existing flows, correcting user journeys, and maintaining design system consistency to ensure a cohesive experience across all products. ● Creating onboarding strategies for new users, enhancing adoption rates and reducing the learning curve.

Product Designer - Sensedia | Campinas, SP | 09/2022 - 12/2023
- Responsible for designing five products, involved in all phases of the product lifecycle from conception to launch.
- Created, maintained, and documented a scalable design system, ensuring standardization and consistency across products.
- Developed a UI Kit in collaboration with the front-end team, adhering to design system guidelines.
- Worked with Product Managers during the discovery phase, analyzing client needs through user research, interviews, and usability testing.
- Designed wireframes, user flows, and interactive prototypes for hypothesis testing and validation.
- Used Google Analytics and Hotjar to collect and analyze user behavior data, supporting strategic design decisions.
- Collaborated with engineering, marketing, customer success, and operations teams to align with business objectives.

Key Achievements:
- Created a responsive design system adopted company-wide.
- Redesigned a product interface, reducing abandonment rates and increasing user engagement time.
- Led the launch of a new API product with innovative features that were well-received in the market.

UX/UI Designer - Sysvale Softgroup | Juazeiro, BA | 01/2021 - 08/2022 ● Optimized user experience for a service registration and appointment scheduling platform, focusing on usability and flow efficiency.
- Developed user journeys, interface sketches, and interactive prototypes, supporting the creation of innovative solutions.
- Defined target audience and needs through persona creation, guiding design decisions.
- Worked closely with development teams to implement effective design solutions.
    Key Achievements:
- Increased user satisfaction by optimizing the appointment scheduling flow, resulting in higher engagement and positive feedback.
- Improved conversion metrics with the design of an optimized landing page to showcase product results.

Education

- **Postgraduate in User Experience Design and Beyond** - PUCRS | 2024
- **Technologist in Graphic Design** - Universidade Feevale | 2022
- **Technical Degree in Visual Communication** - Instituto de Educação Ivoti | 2011

Languages

- **Portuguese** - Native
- **English** - Advanced (C1/C2)
- **Spanish** - Intermediate (B1)

Software and Tools

Figma | Adobe Photoshop | Adobe Illustrator | Miro | Google Analytics | Hotjar | Microsoft Clarity | Dovetail | Fullstory | Useberry | Userpilot | Marvel | Zeroheight | Microsoft Office

Skills

User research | Usability testing | Wireframing | Prototyping | Interaction design | Design thinking | User journeys | User flows | A/B testing | Visual design | Responsive design | Design systems | Agile methodologies