Vinícius de Oliveira Santos

Product Designer

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PROFILE

Product Designer specialized in digital product design, with over four years of experience across web and mobile platforms. I work on design, prototyping and client communication, including consulting projects for clients in the energy, education and financial sectors.

To apply my Product Design and UX/UI skills to build innovative, user-centered solutions that improve the digital experience of products at market-leading companies.

EXPERIENCE

Product Designer · Localiza&Co 11/2024 — present

- I evolve digital products and journeys, connecting user needs to business goals.
- I work end to end: discovery, research and journey mapping, information architecture, prototyping, usability testing and implementation follow-up.
- I collaborate with Product, Engineering and business teams to build simple, accessible and consistent digital experiences, using Figma and AI tools for research, ideation, prototyping and analysis.

Product Designer (UX/UI) · TrueChange 05/2022 — 07/2024

- Designed high-fidelity prototypes for web and mobile apps, resulting in higher user and client satisfaction.
- Partnered with development teams to ensure accurate implementation of designs and user flows.
- Ran moderated and unmoderated usability tests and user research, gathering feedback for continuous product optimization.

Freelance UX/UI Designer · Hero Code 2023

- Designed projects for an online coding school serving developers of all levels.

EDUCATION

Postgraduate degree in Digital Product Design UNOPAR · 2023

Bachelor of Laws PUC Minas · 2017

ADDITIONAL COURSES

Advanced Product Design
Gama Experience

Optimized Handoffs
TheStarter

Product Management
How Bootcamps

Design Systems
Figma Pro course · Fe UX

UX/UI Design
CalArts

Artificial Intelligence for UX Design
TheStarter

Service Design
Mergo

Mixpanel
Product School

LANGUAGES

English Advanced

Spanish Intermediate