

## Experience

### **UX/UI Designer III – Verizon**

Jul 2022 / Present – Hybrid

- Led UI design for the FCC Broadband Facts label across 8 prepaid brands, impacting over 20 million customers. Created prototypes for 9 key touchpoints such as shopping, activation, refill, phone purchases, zip code verification, discount & bundles, account management—utilizing Adobe XD and Figma and collaborating within Jira/Confluence, resulting in 60+ effective page designs that improved user interaction and ensured compliance with regulatory guidelines.
- Responsible for UX/UI design for over 30 initiatives across digital channels, including Checkout flows, Privacy Portal, ACP Landing Pages, My Account, Protection Plans, Web safe pass, Extended Service Plans, Broadband Labels, Discount & Bundle page, and others.
- Evaluated diverse brand design styles and integrated design system principles to create user-centered solutions that align with each specific brand and project's creative vision.
- Engaged in team efforts to explore design concepts and crafted interactive prototypes for research and usability testing purposes.
- Contributed to Agile workflows by assisting in sprint planning and ideation sessions.

### **UX Consultant – Argos Education**

Jan 2022 / Apr 2022 – Remote

As a UX Consultant at Argos Education, I had a significant contribution to proposing a new UX/UI design, aimed at transforming their online educational platform. This involved:

- Conducting in-depth competitor research and user interviews to establish qualitative usability metrics, directly influencing the platform's user-centric improvements.
- Crafting detailed personas, user journey maps, and sitemaps, which served as the foundation for informed design decisions.
- Leading the prototyping phase, which included designing mockups and wireframes, and conducting user testing sessions to iteratively refine the interface.

My effectiveness in this role was greatly amplified by the insights and advisory expertise developed through the Beginex UX Program, an intensive four-month experience focused on honing consulting skills through work with real clients. This program equipped me with the ability to provide strategic advice and adopt an advisory role, thus enhancing my contributions to Argos Education and reinforcing my capacity as a consultant in the UX field.

### **UX/UI & Visual Designer – Q Link Wireless**

Apr 2021 / Nov 2021 – Dania Beach, FL.

At Q Link Wireless, I led a transformative redesign of the user interface and experience. By streamlining the signup flow, I achieved a more intuitive user journey, increasing conversion rates. My leadership in developing a user-centric design for the member's area (My Account) enhanced usability. I also contributed to the standardization of UI elements, ensuring consistency across platforms. Additionally, I designed email campaigns, allowing me to create a seamless experience from end to end—from email campaigns to signup flows, leading to customer conversions. Through my work on diverse UX/UI projects and marketing visuals, I employed data analytics and A/B testing to refine design elements, resulting in higher conversion rates and a deeper understanding of the user journey.

### **UX/UI & Product & Visual Designer – Studio Vinicius Guimaraes**

Jan 2008 / Dec 2020 – Vitoria / Brazil

As a solo entrepreneur, I assembled teams tailored to the specific needs of each project. I managed creative design, engaging in multidisciplinary projects that extended from digital interfaces (including UX/UI, user interface design, Email Design, and visual design) to editorial and exhibition design.

### **Web Designer – Balaio Design + Estratégia**

Aug 2007 / Mar 2008 – Vitoria / Brazil

Balaio Design stands as the most recognized design agency in Espírito Santo, Brazil. Assisting the Art Director, my contributions spanned UX and UI design for websites, landing pages, Email design, while also engaging in projects dedicated to developing visual identities.

### **Junior Web Designer – Simplicex, Tecnologia da Informação**

Oct 2005 – Dec 2006 – Vitoria –Brazil

At Simplicex, a software company, I was responsible for designing User Interfaces, Web pages, and online animated banners. Additionally, I managed front-end coding using HTML, CSS, JavaScript, and Adobe Flash / ActionScript.

## Contact

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## Education

### **UFES – Federal University of Espírito Santo**

Bachelor's degree, Industrial Design

Graphic Design Certification

2003–2009

### **IFES – Instituto Federal do Espírito Santo**

IT Course

HTML, CSS, Javascript, PHP, and Java.

2003–2004

## Courses & Certifications

### **Design Systems with Figma**

Domestika

Jan 2022

### **Interaction Design: Deliverables**

LinkedIn

Jan 2022

## Skills & Tools

### **Design**

Wireframes & Prototyping

Interaction design

Information architecture

Accessibility

Responsiveness

Visual design

Design Thinking

Hotjar

Atlassian/Jira

### **Front-end Dev**

HTML

CSS

Javascript

Bootstrap

Webflow

## Languages

English (Full professional proficiency)

Portuguese (Native or bilingual proficiency)

Spanish (Limited working proficiency)