



# VINICIUS G. OLIVEIRA

## UX/UI & Visual Designer

## Experience

### UX/UI Designer III – Verizon

Jul 2022 / Present – Miami, FL – 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.
- Worked with brand design systems and collaborated on updating component guidelines that were not initially covered, ensuring consistency and alignment. Delivered detailed design specifications for web, iOS, and Android platforms.
- 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

Proposed a new UX/UI design for Argos Education's online platform by:

- Conducting competitor research and user interviews to inform user-centric improvements.
- Developing personas, user journeys, and sitemaps to guide design decisions.
- Leading wireframes, prototypes, and user testing using Balsamiq and Figma.

Applied insights from the Beginex UX Program, a four-month intensive focused on real client work, to provide strategic advice and adopt an advisory role. This experience sharpened my consulting skills and enabled me to deliver more impactful design solutions, enhancing project outcomes for Argos Education.

### 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.

### Designer – Studio Vinicius Guimaraes

Jan 2008 / Dec 2020 – Vitoria / Brazil

As a freelance designer, I worked with clients across various industries, providing a range of creative services from UX/UI and visual design to editorial and exhibition design. I assembled multidisciplinary teams for project-specific needs, managing creative direction, timelines, and client relationships. My experience includes designing digital interfaces, branding, and print media for cultural institutions and businesses of all sizes. Projects completed for organizations including Museu de Arte do Espírito Santo (MAES), Palácio Anchieta Museum, Galeria Homero Massena, Sistema Findes, Grupo Água Branca, and Vale S/A.

### 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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[linkedin.com/in/vinicius-g-oliveira/](https://www.linkedin.com/in/vinicius-g-oliveira/)

Portfolio: [vinicius.works](https://www.vinicius.works) (password: vini123uxui)

## Education

### UFES – Federal University of Espírito Santo

Bachelor's degree, Industrial Design

Graphic Design Certification

2003–2009

### IFES – Instituto Federal do Espírito Santo

Associate's degree, 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

User centric design  
Wireframes & Prototyping  
Information architecture  
Design Systems  
WCAG Accessibility Guidelines  
Responsiveness  
Visual design  
Figma  
Atlassian/Jira

### Front-end Dev

HTML  
CSS  
Javascript  
Bootstrap  
Webflow  
Generative AI  
AI Automations

## Languages

English (Full professional proficiency)  
Portuguese (Native or bilingual proficiency)  
Spanish (Limited working proficiency)