

Vânder Ribeiro

Senior Product Designer

Portfolio: vanderibeiro.com

linkedin.com/in/vanderibeiro

email: oi@vanderibeiro.com

[wa.me/+55 61 9 8120 5808](https://wa.me/+5561981205808)

/About me

With over 10 years of experience in designing digital products, I've cultivated a career focused on resolving complex issues through user-centered design and innovative solutions. I specialize in developing digital experiences that prioritize product growth, leveraging the benefits of artificial intelligence to optimize results.

I've applied my design skills across a diverse spectrum of organizations, including startups, fintechs, SaaS platforms, as well as major corporations such as financial institutions serving large banks, telecom companies, and service providers spanning various industries. My expertise extends to both B2B and B2C digital products.

Additionally, I have experience working with artificial intelligence platforms, consistently harnessing its benefits to enhance the outcomes of my work. My proficiency in UX/UI methodologies underscores my dedication to crafting seamless interactions within web products and mobile apps. By customizing solutions to meet both business and user needs, I consistently drive revenue expansion. I am proactive and collaborative, enjoying working within agile teams to deliver optimal solutions.

/Expertise

Design strategy, product design, user-centered design, UX/UI design, high fidelity prototype, wireframes, UX research, structuring design teams, design vision, cross-functional team leadership, user flows, attention to detail, design thinking

/Work experience

Senior Product Designer - K2 Partnering Solutions

(Jun 2022 - Current)

Web and Mobile app

K2 Partnering Solutions provides unique end-to-end consultative technology solutions in the enterprise applications, AI, for companies around the world.

Main attributions:

- . Analyze data and conduct testing to understand user needs.
- . Develop innovative design concepts and strategies for user problems.
- . Design visual elements, interactions, and interfaces with usability in mind.
- . Create wireframes and prototypes for visualization and iteration.
- . Collaborate with teams, balancing user needs and business goals.
- . Work closely with stakeholders, providing clear specifications and assets.

Main results:

- . Optimize user experience by organizing data with AI and customizing content for each user profile.
- . Design an innovative investment platform for the Brazilian market that is used by over 200 thousand users monthly.

Top skills: Figma + UX + UI + Wireframing + Prototyping + User Research

Senior Product Designer - Claro Telecom

(Jun 2022 - Current)

Web and Mobile app

Claro Brasil is the biggest telecom company in Latin America, where I worked with the main application for B2C customers called Minha Claro. I also worked at Claro Clube too, the benefits club for the company's clients.

Main attributions:

- . Analyze user data and conduct testing to understand needs.
- . Apply design thinking and share processes with the team.
- . Develop innovative design concepts and solutions for user problems.
- . Create wireframes, prototypes, and visual elements for iteration.
- . Design interactions focusing on usability and accessibility standards.
- . Collaborate closely with stakeholders, balancing needs and feasibility.

Main results:

- . Design an innovative facelift of Claro Clube app impacting more than 30 million users
- . Spearhead the enhancement of the self-service app, resulting in a 40% decrease in customer support inquiries and a 35% increase in user satisfaction scores.
- . Applied critical thinking to develop and implement new features, optimizing the user journey and positively impacting 50 million users.

Top skills: Figma + UX + UI + Wireframing + Prototyping + User Research

Senior Product Designer - GFT Group

(Feb 2021 - Jun 2022)

Web and Mobile app

GFT Group is a global consulting firm committed to driving the digital transformation of the financial services industry.

At GFT I worked with digital products web and app for BTG Pactual and Cielo.

Main attributions:

- . Collaborate with teams of app and web projects at BTG Pactual bank and Cielo.
- . Apply design thinking and share the process with the team.
- . Communicates design choices and rationale to stakeholders.
- . Balances user needs with business goals and technical feasibility.
- . Solicits and gives feedback on design work within the team.
- . Participates in design critiques and workshops.

Top skills: Figma + UX + UI + Wireframing + Prototyping + User Research

Senior Product Designer - BTG Pactual

(Feb 2021 - Feb 2022)

Web and Mobile app

BTG Pactual is the largest investment bank in Latin America. I worked directly developing experience innovation for digital web products and applications targeted for business accounts.

Main attributions:

- . Design digital financial products for business clients at BTG Pactual.
- . Create intuitive interfaces and streamline user journeys for web and mobile.
- . Apply design thinking and collaborate with teams to achieve billing targets.
- . Conduct benchmark research to guide design choices and industry trends.
- . Work with various departments for alignment on goals and communication.
- . Ensure compliance with industry standards and integrate legal requirements.

Main results:

- . I applied analytical skills to successfully redesign the financial application, exceeding the annual revenue target by 35%.
- . I demonstrated solid organizational skills by leading the design of new features for web and mobile platforms, impacting more than 100,000 companies.

Top skills: Figma + UX + UI + Wireframing + Prototyping + User Research

Senior Product Designer - Cielo

(Feb 2022 - Jun 2022)

Web and Mobile app

Cielo is a leading payment solutions provider, offering card processing and digital payment services to merchants and businesses in Brazil. I worked on the Cielo Gestão app, a B2B solution, creating a feature that transforms a phone into a payment terminal, processing payments via credit card tap using NFC technology.

Main attributions:

- . Apply design thinking and share processes with the team.
- . Create new functionalities for mobile products to support business users.
- . Improve usability with simplified journeys and intuitive designs.
- . Conduct user testing and benchmark research for insights.
- . Ensure alignment with industry standards and compliance regulations.
- . Collaborate with cross-functional teams for strategic design solutions.

Main results:

- . Impact of over 1 million users with the new feature.
- . Increase of more than 15% in new sales after the launch.

Senior Product Designer - Deubom

(Dec 2019 - Jan 2021)

Web and Mobile app

DeuBom is a cashback app to help people find services near where they live and encourage economy and consumption in local commerce.

Main attributions:

- . Conducts user research through desk, quantitative, and qualitative surveys.
- . Develops personas and journey maps to guide design decisions.
- . Creates prototypes for mobile and web apps to visualize designs.
- . Designs visual elements with consistent aesthetic and usability focus.
- . Conducts usability testing and iterates based on user feedback.
- . Collaborates with stakeholders, presents MVPs, and communicates design ideas.

Main results:

- . Implements MVP applications in businesses, resulting in a 20% increase in revenue within two months.
- . Successfully secured an investment of BRL 200k for a startup through an impactful presentation.

Top skills: Figma + UX + UI + Wireframing + Prototyping + User Research

/Education

.Undergraduate degree (2014)

Design and Marketing - University Católica of Brasília

.Licenses & certifications (2023)

Design for a Better World with Don Norman - Nielsen Norman Group

.Licenses & certifications (2022)

The Interaction Design Foundation - Interaction Design Foundation

.Licenses & certifications (2021)

UX Unicórnio

.Licenses & certifications (2006)

Webdesign - Training 2000

/Language

Portuguese - Native speaker

English - CEFR level B2 - Working Proficiency

/Tools

Figma - Miro - FigJam - Maze - Useberry - Hotjar - Adobe Creative Suite - Sketch

InVision - Notion - Marvel - ChatGPT - Wordpress - Webflow

/Volunteering, projects, and others

. Demonstrated leadership and reliability as a mentor for the career of designers since 2022, contributing to the continuous career development of product designers.

. Active content creator on tiktok and instagram, showcasing flexibility and creative thinking while sharing insights on design, technology, home automation, and travel.

. Initiated the impactful digital project "penseassim" ("think so"), using design strategy and information architecture to spread positive messages on social networks. In 2022, the project generated +300k content shares per month.

/Skills

User Interface, Design System, User Experience, User-centered design, Prototyping, Wireframes, Design strategy, User Research, User flows, Attention to detail, Communication skills, Product Development, Interaction Design, Usability Testing, Design Thinking, Problem-solving, Creative thinking, Visual communication, Quantitative and Qualitative Research, Discovery, Information Architecture, DesignOps, Verbal and Written Communication, Collaborative,