

Vinicius Ferreira Florencio

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Profile

Digital Product Designer with experience in desktop and mobile prototyping, functional requirements analysis, usability testing, backlog management, application of agile methodologies, and UI/UX design mentorship for interns

Experience

Product Designer, ModalGR, Jun 2024 – Present

- I create interactive low and high-fidelity prototypes and assist the analysis team in defining functional requirements using Design Thinking
- I conduct usability testing and A/B testing for design validation
- I apply SCRUM methodology ceremonies in meetings with the design team and am the primary responsible for maintaining the backlog
- Mentor for the intern team in the 2nd Training Process of ModalGR in 2024

WordPress Intern, ModalGR, Jan 2024 – Jun 2024

- I entered the technology field as a WordPress intern during the ModalGR Training Process
- After completing the Training Process, I was reassigned to the product design team, where I enhanced my knowledge in UI/UX Design

Administrative Agent, Praia Grande City Hall, Dec 2018 – Feb 2023

- Responsible for the administrative operations of several municipal schools, providing services to the public and staff
- Promoted to the role of Library Assistant in Oct 2022 I worked at the municipal network Porto do Saber, organizing the maintenance of the space and the bibliographic collection

Intern, São Paulo Regional Electoral Court, Jan 2017 – Dec 2017

- Completed 1,040 hours of administrative work at the 177th EZ of São Vicente

Education

Technology in System Analysis and Development, Jul 2024 – Jul 2025

Universidade Santa Cecília – Santos/SP

Technology in Analysis and Development of Systems (on hold), Jul 2022 – Jul 2024

Technology in Internet Systems (on hold), Jan 2022 – Jun 2022

Fatec, Campus Rubens Lara – Santos/SP

Skills

Tools

Figma and Azure DevOps

I use Figma daily to create responsive digital products of both low and high fidelity, aiming to meet the needs of clients and end-users. I also manage my design team's backlog through Azure DevOps

Languages

HTML5, CSS3, JavaScript and PHP

I have an affinity for front-end languages and can quickly create static and dynamic websites, which enhances my communication with developers and aids in analyzing functional requirements