

# Vitor Cerqueira Costa

## PRODUCT DESIGNER

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## Summary

**Product Designer** with 5 years of experience in UX/UI, creating digital experiences for web and mobile. Experienced in the development of legal platforms, analytical dashboards, e-commerces, gamified internal systems and condominium apps. I like to combine logic, empathy and collaboration to design interfaces that solve real problems. My focus is on building functional and visually clear solutions, always with the user at the center of the process. My goal is to face new challenges in an organization where I can develop my technical and analytical skills.

## Experience

### a pepê | Product Designer

2021 - Present

*App for purchases and services aimed at condominiums with a base of 14,000 users.*

- Led the discovery of new products based on user interviews, field research and competitor analysis.
- Modeled journeys and flows with a focus on usability and adherence to the real needs of users.
- Developed wireframes, high-fidelity prototypes, conducted usability tests and handoff with the development team.
- Acted directly in monitoring technical deliveries, conducting reviews and continuous adjustments with the product and engineering team.
- Worked on the definition of metrics and KPIs to monitor the performance of journeys within the app.

### Spaceneedle Tecnologia | UX UI Designer

2020 – 2021

- I worked as a **Product Owner** and designer on a confidential project (NDA) for an analytical dashboard. I was responsible for aligning expectations between the technical team and the client, in addition to leading the design of the solution. The project reduced data processing time from 4 days to just 2 hours.
- I worked on interface design and prototyping in a confidential project (NDA) for a legal platform to track judicial recovery processes. The solution simplified use by legal teams, who faced difficulties with similar platforms.

## Education

### UNIP, Analysis and Systems Development

Associate Degree

## Skills

**Tools:** Figma, Framer, Adobe Photoshop / Illustrator / After Effects, Cinema 4D, Notion, Protopie

**Research and Discovery:** Análise de Competidores, Entrevistas, Surveys

**Design:** Wireframing, Prototipação, Comunicação Visual e UI Design