

# Victor Vernilli

victor.vernilli@gmail.com

Flat S13, Compass Point, Swieqi, Malta

<https://www.linkedin.com/in/vernilli>

## PERSONAL STATEMENT

I'm a UX Engineer who believes that we can people's life easier, even in the most complex areas. For me, when people hates an experience it's because there are some gaps to be filled focusing on users. This became even truer when I was working with mobile ads and I had to make ads more functional, to help in people's daily routine.

## KEY SKILLS

### Technical Skills

- User-centered design process
- Qualitative and quantitative methods
- Usability testing
- Data analysis
- Paper prototype
- Adobe package
- Sketch, InVision, Zeplin and Marvel App.
- Wordpress, HTML5, CSS3, Javascript vanilla, JQuery and React JS
- iOS and Android

### Personal Skills

- Team player
- Doer
- I get along well with all kinds of coworkers, from technical people to sales people
- When I love something, I focus all my energy on it.

## EXPERIENCES

### UX DESIGNER / FRONT-END DEVELOPER

ACE English Malta

[www.aceenglishmalta.com](http://www.aceenglishmalta.com)

St Julian's - Malta

06/2018 to Today

ACE English Malta is a boutique language school offering the best possible setting for Learning English in Malta, in a friendly and welcoming study environment.

Key Functions:

- Responsible for all digital approach, from new bookings to data visualization
- Redesigned ACE's website using Wordpress and Front-end technologies
- Improved performance and the SEO of all pages to increase the organic search. Also in charge of website maintenance

- Using Google Analytics and other marketing tools to analyze and to act based on in
- Created digital sales pipeline, focused on bring more direct bookings from diverse countries
- Created dashboards to give data visualization to all teams, from academic to sales
- Rethink and created social media plan (Facebook and Instagram) - [see more](#)

## UX ENGINEER

In Loco

[www.inlocomedia.com.br/en](http://www.inlocomedia.com.br/en)

Recife - Brazil

01/2017 to 01/2018

In Loco is the greatest mobile advertising platform in Brazil. I worked to improve the mobile ads performance, in both visual and functional ways. I worked alongside another UI/UX designer and an android developer.

Key Functions:

- Improved the experience of the existing ad formats, using user-centered design concepts. - [See more](#)
- Created new ad formats throughout the entire process: from design to development. - [See more](#)
- Created new features and improved the user experience in the ad creation system.

## WEB DESIGN INTERN

In Loco

[www.inlocomedia.com.br/en](http://www.inlocomedia.com.br/en)

Recife - Brazil

04/2016 to 12/2016

I was responsible, with another designer and a marketing analyst, for the redesign and development of the In Loco's institutional site. I also worked on the international version, from the concept to development. In addition, I did diverse activities related to marketing and design.

Key Functions:

- Redesigned the In Loco's main site - [See more](#)
- Created the international version for international expansion of the business
- Improved the performance of all In Loco's pages.
- Improved the SEO of all pages to increase the organic search
- Added Google Analytics and Mixpanel in the pages to analyze and to act based on in
- Created email templates for internal communication

## UX DESIGNER / IOS DEVELOPER

Apple Developer Academy

[academy.cin.ufpe.br](http://academy.cin.ufpe.br)

Recife - Brazil

Key Functions:

03/2015 to 03/2016

The Apple Developer Academy is a education and qualification program in the Apple ecosystem. I participated in multidisciplinary teams with the most various types of profiles. I practiced some concepts of user-centered design and design thinking during the projects.

- Developed apps using Objective-C and Swift. In addition, learned the iOS ecosystem.
- Learned about fintechs and brazilian legislation
- Applied User-Centered Design concepts during the challenges, such as user research, personas, storytelling, paper prototyping, etc.
- Created the experience flow of the apps and created their interfaces alongside an UI Designer.

### **CEO / CMO**

CITi (Junior Enterprise)

[www.citi.org.br](http://www.citi.org.br)

Recife - Brazil

01/2014 to 12/2014

After one year as UX Designer and Front-end developer I accumulated the CEO and CMO functions.

Key Functions:

- Planned and guided, with the C-level, the business plan
- Managed and helped the C-level
- Assisted the coworkers productivity and motivation
- Managed and helped the marketing team
- Identified how marketing would impact in business plan
- Created and managed some CITi events, such as CodeCup, the first hackathon of UFPE - [See more](#)

### **UX DESIGNER / FRONT-END DEVELOPER**

CITi (Junior Enterprise)

[www.citi.org.br](http://www.citi.org.br)

Recife - Brazil

01/2013 to 12/2013

CITi is a junior enterprise at UFPE and does projects as web systems and mobile apps.

Key Functions:

- Developed the front-end side of the projects
- Designed the user flow and experience of the projects

## **CERTIFICATES & MEMBERSHIPS**

- Interaction South America 2017 - Speaker
  - UX + Mobile Ads: Learning to Create Experiences in Mobile Ads - [See certificate](#)
- The Developer's Conference 2017 - Speaker

- UX + Mobile Ads: Learning to Create Experiences in Mobile Ads - [See certificate](#)
- Hacker Cidadão - Winner - [See certificate](#)
- Adobe Collection Certification - [See certificate](#)
- Paper prototyping Course - [See certificate](#)
- UX - Experience Design Na Prática e Acessível - [See certificate](#)

## EDUCATION

- Universidade Federal de Pernambuco, Recife, Brazil  
**Computer Science, Bachelor degree**
- Apple Developer Academy, Recife, Brazil  
**iOS developer and Interaction Designer**

## PERSONAL INTERESTS

- User-centered Methods
- Front-end development
- Interface design
- Big data
- Marketing
- Digital ads
- Technology / Gadgets
- Video games
- Football / Sports
- Music and dance

## REFERENCES

**LUIS MEDEIROS**, Tech Leader

In Loco

Av. Rio Branco, 23, Recife, Brazil

Linkedin: <https://www.linkedin.com/in/luismedeiros/>

**ANDRÉ FERRAZ**, CEO

In Loco

Av. Rio Branco, 23, Recife, Brazil

Linkedin: <https://www.linkedin.com/in/andreferraz/>