

VICTOR VERNILLI

Product Designer

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LANGUAGES

English

Portuguese

SKILLS

Product Design

User-centered Design

Interaction Design

Prototyping

Agile Methodologies

Data Visualization

Front-end Technologies

A/B Testing

TOOLS

Figma, Sketch, Adobe XD,
InVision, MarvelApp,

Miro, FigJam

Photoshop, Illustrator,

Google Analytics, Hotjar, Mixpanel

CODING

HTML, CSS, Javascript, VueJS,
WordPress

EXPERIENCE

Product Designer @ Volkswagen Digital Solutions

Lisbon, Portugal 🇵🇹 November 2021 – Present

In my recent project, I've been working on a product to support VW internal buyers to analyze and create mitigations for geopolitical risks on the supply chain. I've planned and executed continuous research, including several user interviews and user validations to gather insights.

With those findings in hand, I've facilitated ideation workshops with the team, translating ideas into sketches and designing high fidelity prototypes. Collaborating with developers, I accessed and analyzed data to create accurate visualizations for the prototypes. Additionally, organizing and facilitating some of our workshops with stakeholders to align on team roadmap was also part of my responsibilities in the team as a Product Designer.

Pairing with another Product Designer was essential to share responsibilities, collaborate and exchange knowledge. I've been also collaboration with other two Product Managers during the product course.

Product Designer @ Indie Campers

Lisbon, Portugal 🇵🇹 November 2019 – November 2021

I've worked closely with Product Managers, Developers, and Organic Marketing Analysts to enhance the website booking funnel, including redesigning the homepage and vehicle listing page. Additionally, I played a important role in crafting landing pages for new products and implementing a digital system for the booking check-in. Taking the lead in crafting prototypes and interfaces, using insights collected in Google Analytics and A/B tests. I was also making significant contributions to the development process through HTML/CSS and Vue.js.

In parallel, I collaborated with other Product Designers to shape the user flows and visual identity of Indie Campers' Marketplace. A business unit where private hosts could start listing their vehicles on Indie Campers' website. This product allowed me to improve our Design Team, promoting collaboration and innovation in different aspects.

Product Designer @ ACE English Malta

St Julian's, Malta 🇲🇹 June 2018 – November 2019

In my role at ACE English Malta, I led the design and development of solutions to support various internal departments. Initially, I focused on enhancing its digital marketing channels. Through user research, interviews, and Google Analytics analysis, I discovered around 80% of students relied on information found on school websites to make their school selection. After this research, I revamped ACE's website, including the users (the students) in the process and prioritizing their needs .

Additionally, I supported the education team by designing and implementing an automated certificate generation system for students. This system streamlined the education team process, allowing them to focus on essential tasks.

UX Engineer @ In Loco

Recife, Brazil 🇧🇷 January 2017 – January 2018

I've been a member of the Ads Innovation team, a team dedicated to enhance and innovate mobile ad experiences. I had shared responsibilities with another UX/UI Designer, including ideation, prototyping (both low and high fidelity), proof of concepts, and development of those ideas. In this generalist role, I transitioned between designer and developer tasks to bring these ideas to life.

EDUCATION

Digital Experience Design - Postgraduate course

Fine Arts – University of Lisbon

Lisbon, Portugal 🇵🇹 June 2021

Computer Science - Bachelor's Degree

Federal University of Pernambuco

Recife, Brazil 🇧🇷 June 2017

Apple Developer Academy

Recife, Brazil 🇧🇷 March 2016

PRESENTATION

Designing great data visualizations through stakeholder partnerships

Volkswagen Digital Solutions Summit

Lisbon, Portugal 🇵🇹 May 2024

I could present the process my team followed during a year, and the fruits of combining a great relationship with users and stakeholders with knowledge about the procurement world within VW group. Enabling our design team to translate research findings into a robust design work for data visualizations to support the daily life of one of our main personas: Risk Analysts!

UX + Mobile ads: Learnings from creating experiences in mobile ads

Interaction South America

Florianopolis, Brazil 🇧🇷 November 2017

The Developers Conference

Porto Alegre, Brazil 🇧🇷 October 2017

Teaming up with a colleague, I've had the opportunity to present twice on our experiences and insights we've collected in applying user-centered design techniques in mobile ads. These presentations took place at two events: The Developer's Conference and Interaction South America – biggest event in Latin America focusing on interaction design.