Intro

Hello, im **Vinícius Piva**

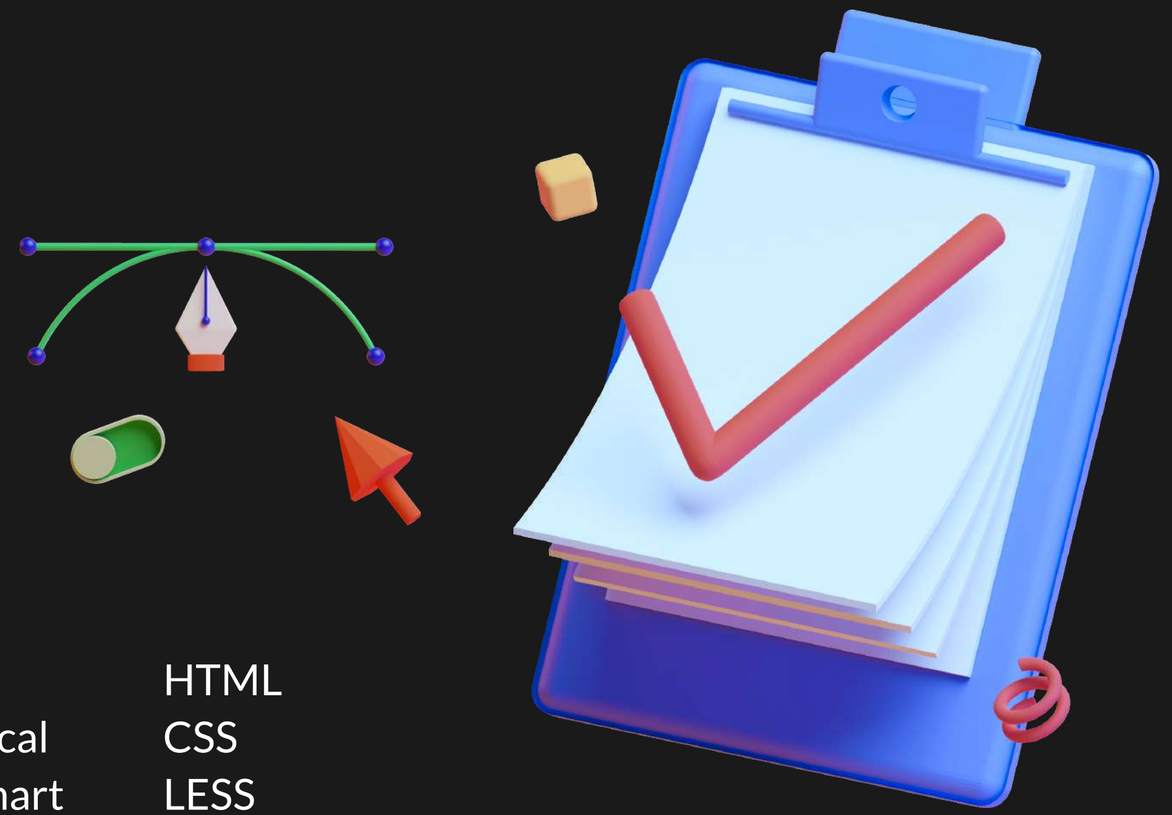
Senior Product Designer
Based in São Paulo.

I’m a designer who codes (front-end). I strive to create simple, original, and impactful user experiences. I take on projects of all sizes: from web design and build, to product strategy, growth, and marketing.

https://www.linkedin.com/in/vpcarvalho

Design Process, Tools & Skills

With over a decade of experience in the industry, I started my career as an Advertising Designer before transitioning to UX/UI Design **10 years ago**. I have collaborated with teams of varying sizes and industries. I'm particularly passionate about designing systems and operations that simplify complex processes.



Im familiar with:

- UX / UI
- Figma
- Sketch
- Zeplin
- Adobe Creative Cloud (XD/Illustrator/Photoshop/ Premiere Pro/After Effects)
- Agile
- Scrum/Kanban
- Tableau
- G. Analytics
- Mixpanel
- Hotjar
- Lookback
- Miro
- Whinsical
- Lucidchart
- Lucidspark
- Draw.io
- HTML
- CSS
- LESS
- Wordpress
- Prismic
- Joomla
- Github

Resume

Work Experience

2021 - 2023 (April) - Part-time
Fanfest.io
Principal Designer

2021 - 2023 (April) - Full Time
Avail.co (outsourced by BairesDev)
Senior Product Designer

2018-2021 - Full Time
Oi Telecom
UX / UI Senior Product Designer

2013-2018 - Full Time
Corollarium Technologies
UX / UI Designer

2012 - 2016
CNPq - National Council for Scientific and Technological Development
Researcher

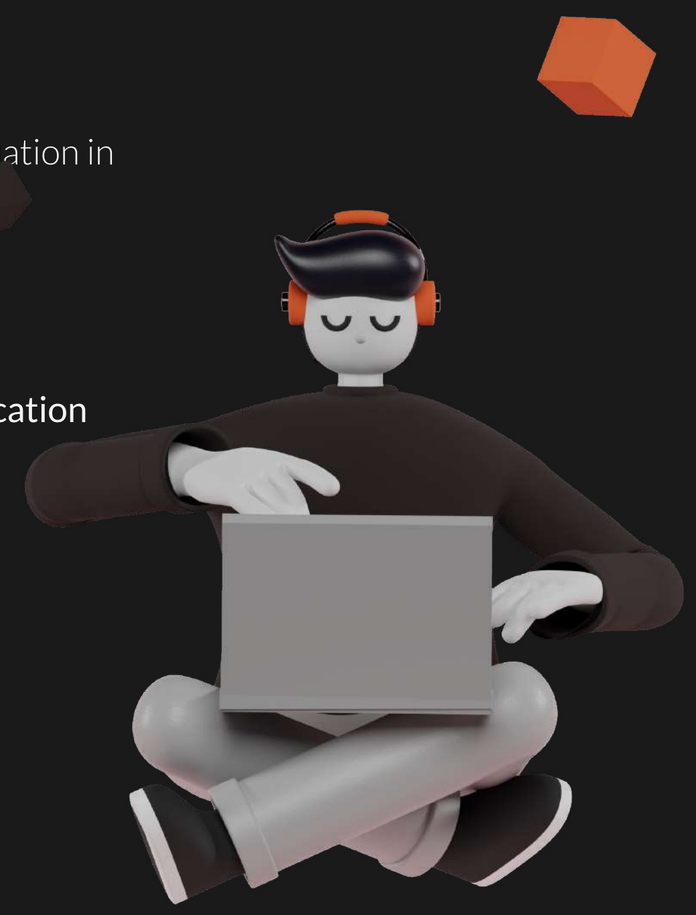
2009 - 2012 • 2013-2014
DLM Propaganda
Assistant Art Director / Art Director

Education

2015 - 2017
Universidade Nova de Lisboa
Post graduation **Communication: Contemporary Culture and New Media Studies**

2012 - 2013
University of Lisbon
Inter university exchange under-graduation in Communication Design, Design and Visual Communications

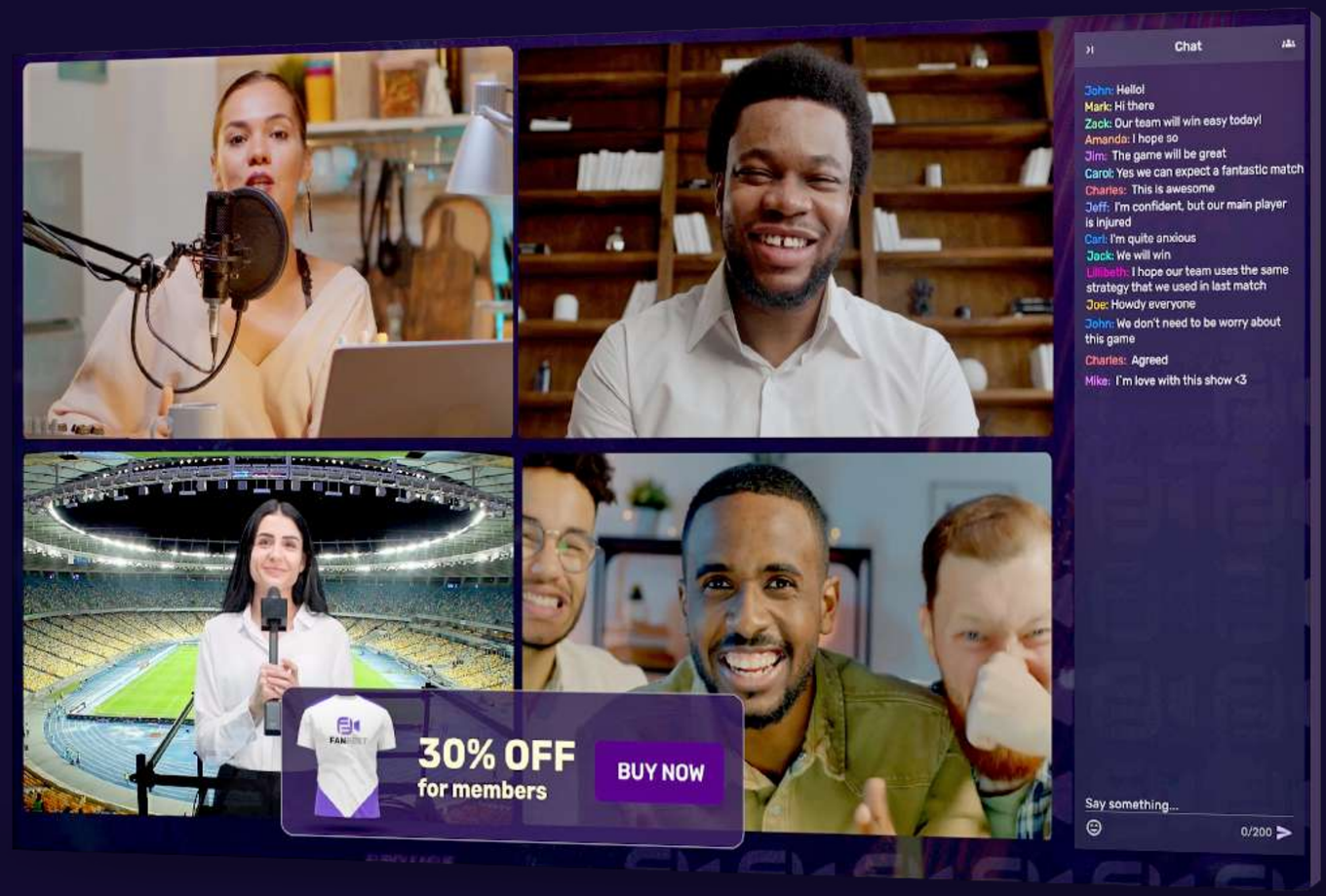
2009 - 2014
Universidade Paulista
Under-graduation in **Social Communication** (Marketing & Advertising),



2021 - 2023 Part-time contract

FanFest

Fanfest.io is an online platform that allows creators, artists, and influencers to connect with their fans and monetize their content. The platform offers a suite of tools and features to help creators build and grow their audience, including live streaming, video on demand, ticketing, merchandise sales, and community engagement.



FANFEST

https://fanfest.io

2021 - 2023 Part-time contract

FanFest

- I lead the entire Design function in product development (UI/UX), also including product branding and visual styling.
- Responsible for conceptualizing and executing the Design and Marketing strategy and roadmaps.
- Collaboration and communication with all stakeholders;
- I work closely with the development team, ensuring that new product development and design direction blend seamlessly, to decrease time to market.

FANFEST

Customers with 250M+ total fans

Results Since 2021

25M+
remote fans engaged

$2M+
in customer revenue from fan memberships, digital collectible sales, and brand sponsorship

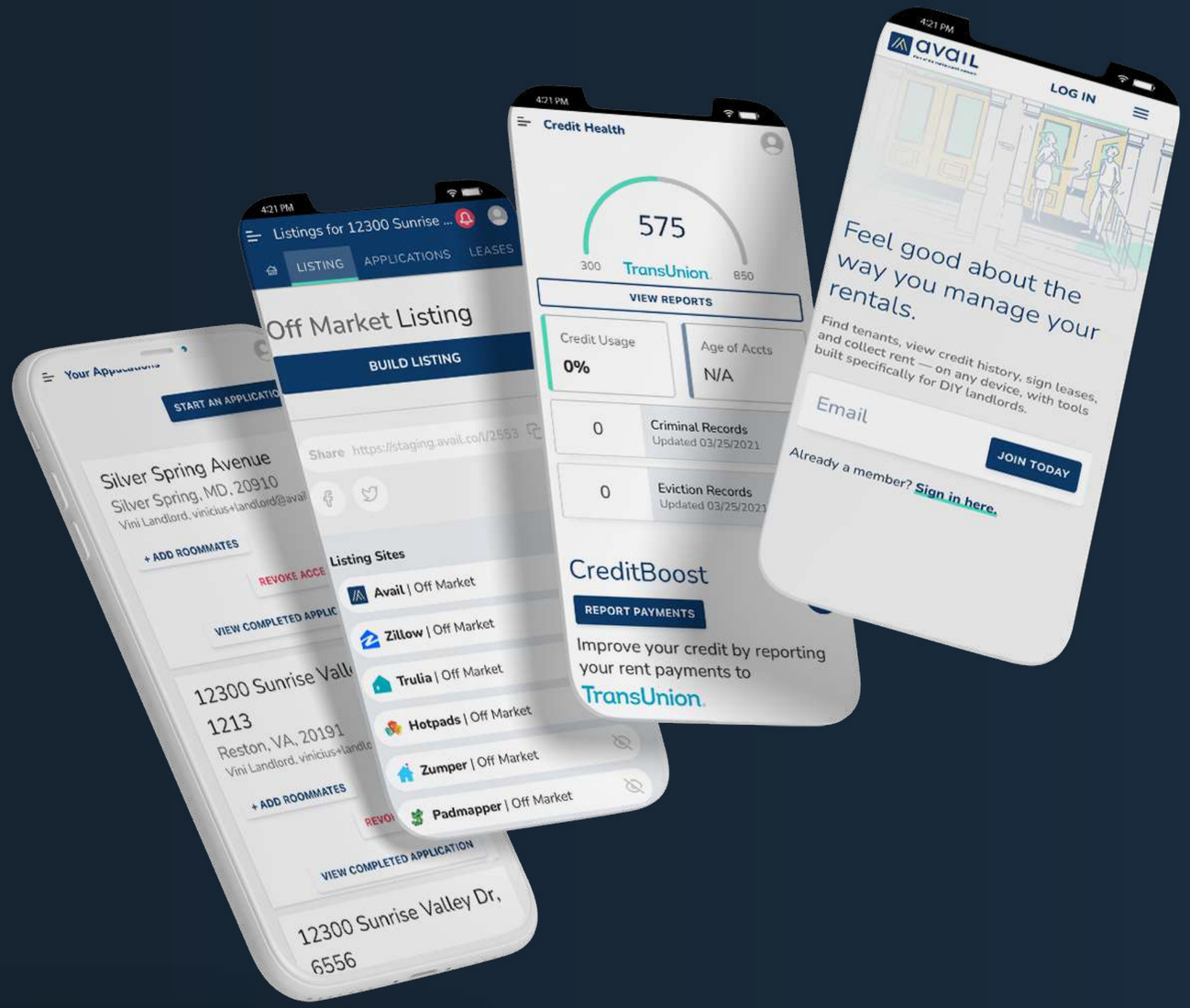
40%+
8-week retention of registered fans

https://fanfest.io

2021 - 2023 Full time job

Avail (Part of Realtor.com)

Avail is a platform that enables landlords to advertise rental units, screen tenants, request background, credit, and eviction checks, create and sign lease agreements, and collect rent — all online.



avail

Part of the realtor.com® Network

+700k
clients in US

https://avail.co

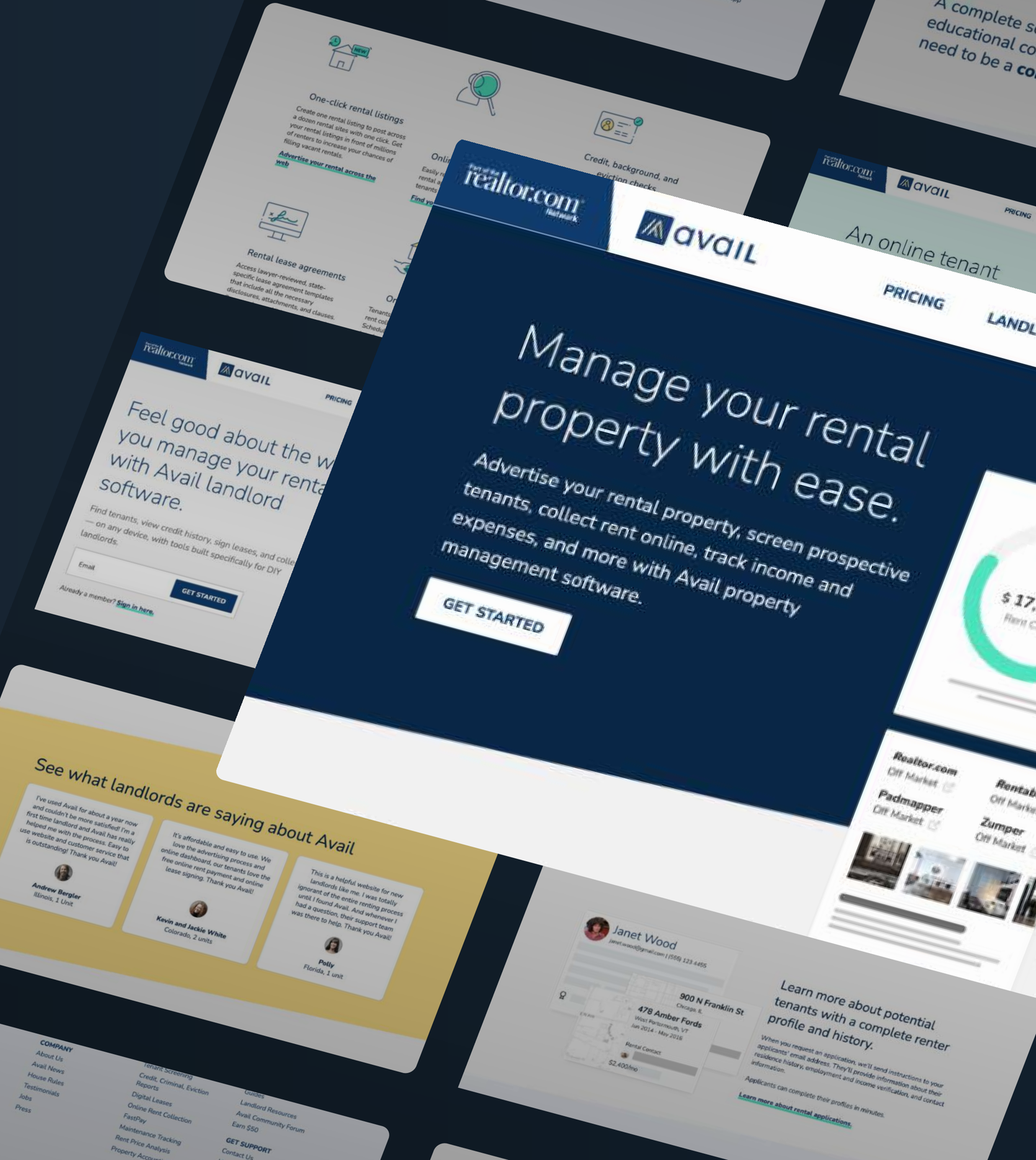
2021 - 2023 Full time job

Avail (Part of Realtor.com)

- I was the Lead Product Designer for all marketing pages and onboarding on the product (SaaS).

- Also led the process of creating CMS components for marketing pages and segmented campaigns on Avail.co website. The post-migration results were a **70% increase in total site visitors** and **increased efficiency for page updates** (84% more updates after migration).

https://avail.co



2018-2021 - Full time job

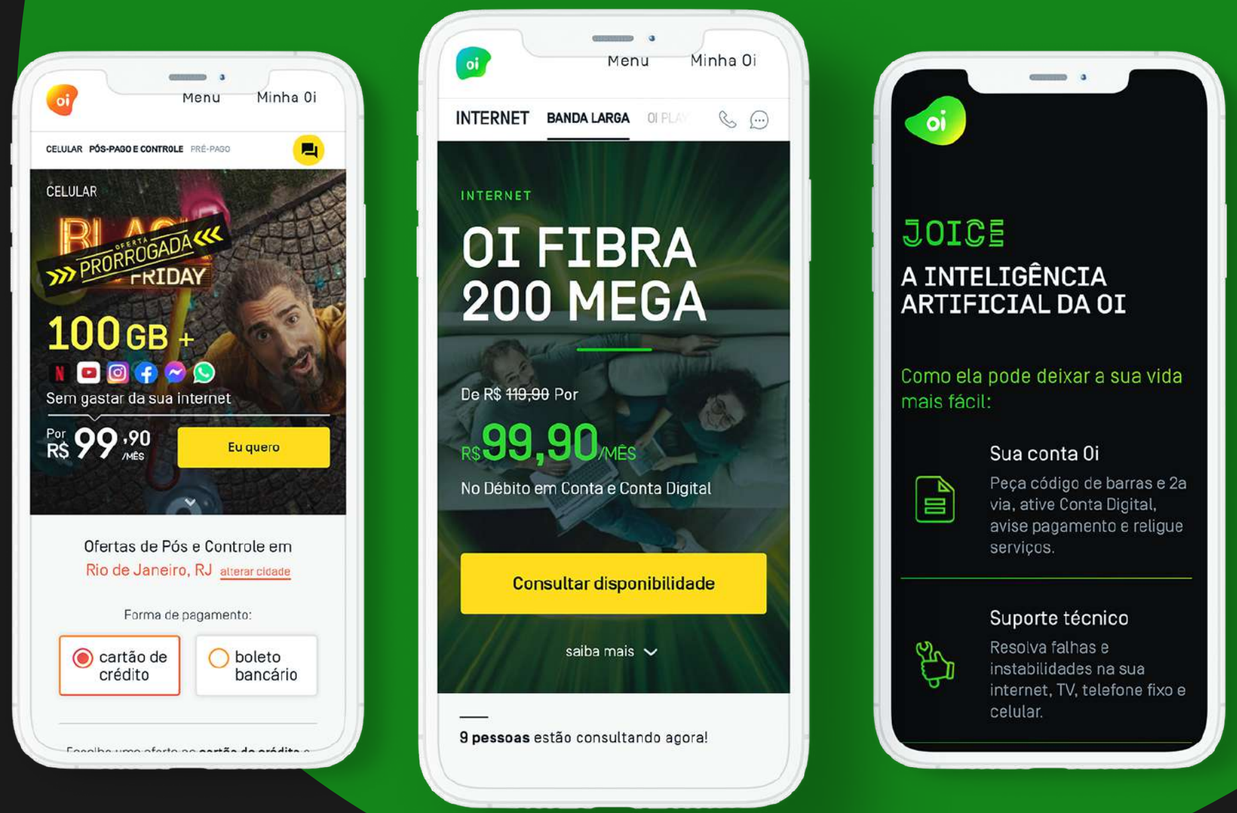
Oi Telecom [ecommerce / chatbot]

Oi is the largest telecom provider in Brazil with 48 million clients. The challenge in e-commerce (using Oracle Framework) was to make the full journey for digital product acquisition. The result is that the company had **17% of the sales moved to the e-commerce** in the first 6 months after launch - with automated leads, sales and support.

+17%
Digital market share income over a Year

R$17m
Call center economy over a year

5m/month
Support tickets automated with Artificial Intelligence



Chatbot [Joice]

Artificial intelligente (chatbot) using NLP Framework (Watson).

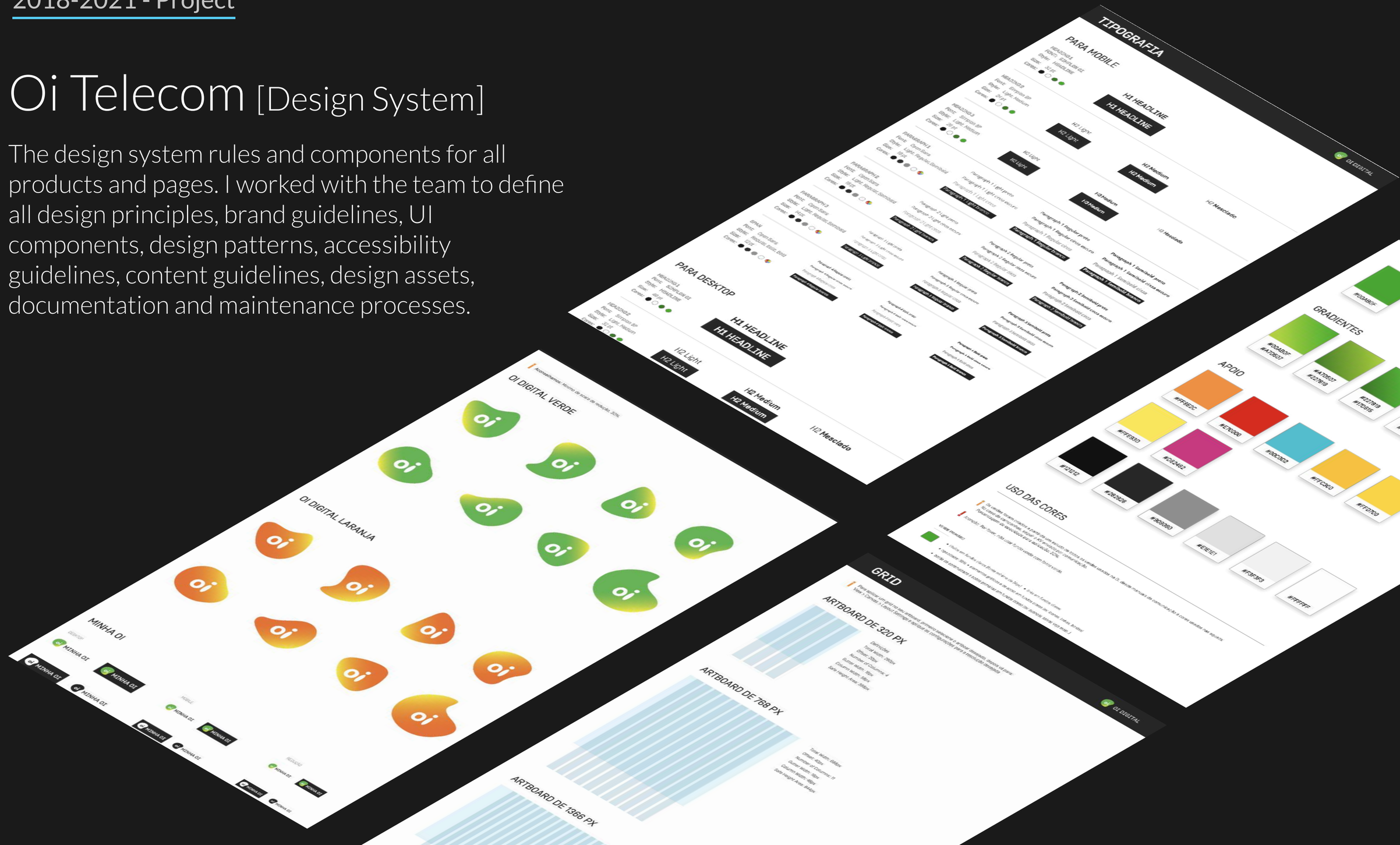
- Research, discovery and data analysis.
- Data Driven User Journey / Experience
- Conversational Design and prototipation.

https://oi.com.br

2018-2021 - Project

Oi Telecom [Design System]

The design system rules and components for all products and pages. I worked with the team to define all design principles, brand guidelines, UI components, design patterns, accessibility guidelines, content guidelines, design assets, documentation and maintenance processes.

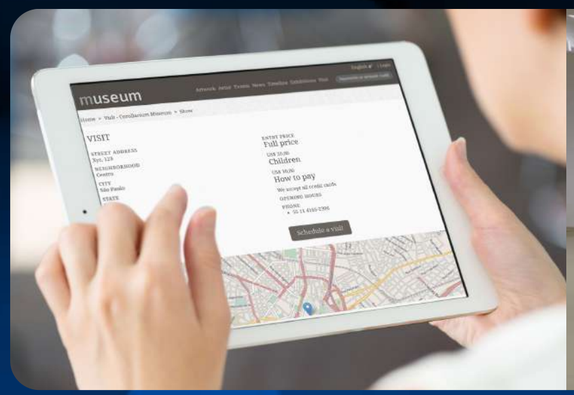


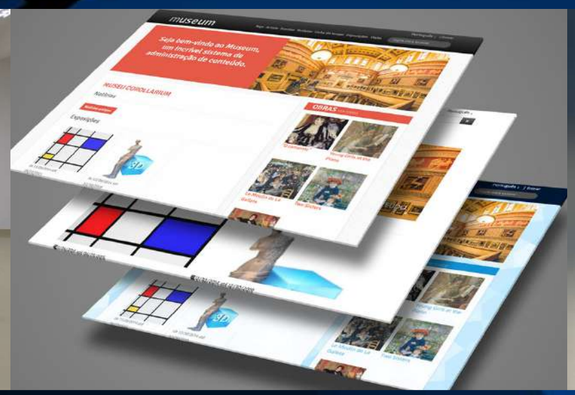
2013-2018 - Full time job

Corollarium

Focused on technology for visualization, Corollarium is a B2B company that works with virtual and augmented realities and computer graphics projects.
I was the **Principal UX/UI Designer** also responsible for marketing campaigns, newsletters, promo videos and animations.
One of our products was selected by the Ministry of Culture of Brazil **to represent the country at Museum Connections 2016 in (Paris)**.
Conducted frontend development(HMLT/CSS) on many projects.

https://corollarium.com

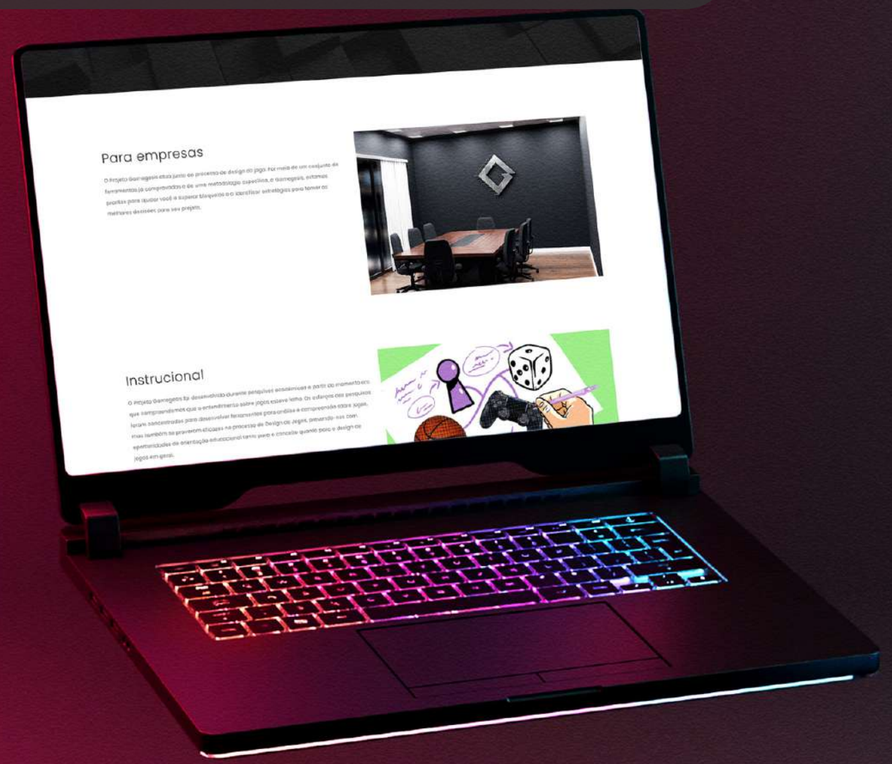




2020 - Wordpress Project

Gamegesis

Game studies consulting company from Brazil. I've made the entire website using Wordpress framework



https://gamegesis.com

Website Project

Abútua Crowd Games

Website for Abutua Startup (Technology for Education company) Collaborative games that are controlled with cameras that capture movement and audience interaction.

https://abutua.com

Contact

Thanks!

Fell free to contact me:

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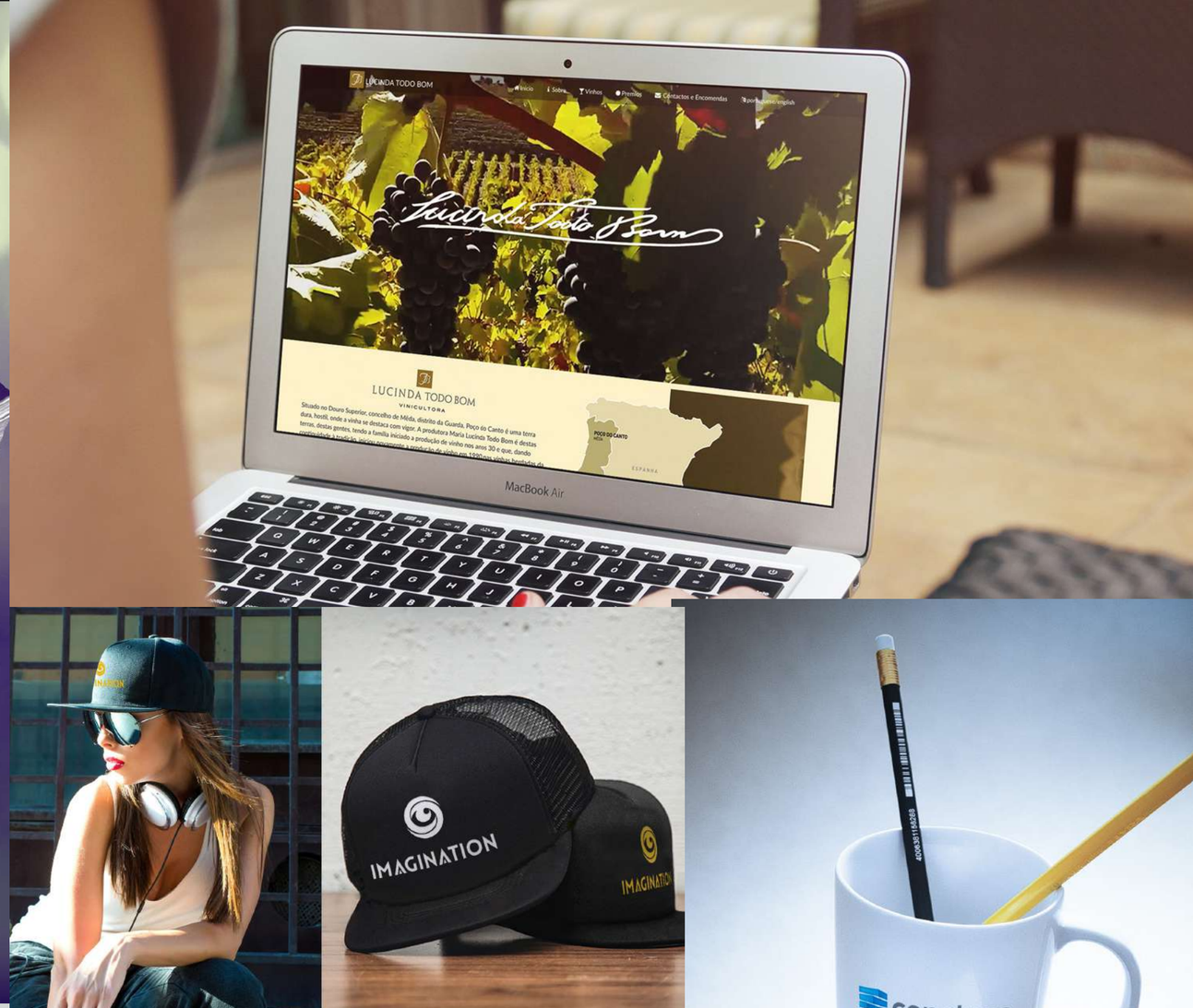
[2014-2018] Freelance Jobs