



# Vinicius Rodrigues Piva de Carvalho

Senior Product Designer - UX / UI

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## Summary

- Senior Product Designer with **10+ years** of experience.
- Expertise in **design thinking, user experience, visual design, and interaction design**.
- Delivered over **30 impactful projects, reaching more than 50 million people and generating over \$10 million in revenue** in the last 5 years.
- Worked in various sectors across the US, Brazil, and Europe, collaborating with both large companies and startups.
- Portuguese native, with professional English and basic Spanish

## Skills and Tools

Design thinking

User experience (UX) design

Visual design

Information architecture

Interaction design

Agile development

OKRs

Figma

Figjam

Adobe Creative Suite

Miro

Flows

Wireframes

High-fidelity prototyping

Design QA

a11y accessibility

Scrum / Kanban

## Work Experience



### Principal Product Designer (UX / UI)

FanFest.io

📍 New York, NY, Remote (Part-time)

📅 Dec 2021 - Jun 2023

- Spearheaded the complete redesign of the platform, and led the process to deliver a new product interface with mobile support resulting in **+25M of new users engaged** for clients like PSG, ManCity, NBA Top Shot, Socios.com.
- Led the design function in an agile team, defining research, workshops, user flows, prototypes, and delivering assets to development.
- Established a new design system, design guidelines, and design roadmap that aligned with the company's KPIs, resulting in a \$2M increase in customer revenue and a 40% improvement in user retention.



### Lead Product Designer (UX / UI)

Realtor.com (Outsourced by BairesDev)

📍 Chicago - IL, Remote (Full-time)

📅 Mar 2021 - Apr 2023

- Improved user experiences for all rentals storefront website pages: researched and designed an easy-to-use components library. That resulted in a **70% increase in total site visitors** and an **84% increase in page updates**.
- Developed a solution to **connect renters as first-time home buyers** that generated more than 1k new high-quality leads by month.
- Revamped product onboarding, reducing churn rate and enhancing leasing and payment experiences for 700k+ customers.
- Produced wireframes, mockups, and high-fidelity prototypes using Figma, Miro, Figjam, and Lucidchart. Delivered assets to the development team assuring pixel-perfect implementation.



### Senior Product Designer (UX / UI)

Oi Telecom

📍 Rio de Janeiro, On-site (Full-time)

📅 Nov 2018 - Mar 2021

- Played a key role in the company's e-commerce and design system foundation, resulting in a 17% participation in the company income in the first year after launch.
- Delivered visual interfaces and prototypes using Sketch and Zeplin, conducted user research. Established an quality assurance workflow for 3x faster deployments and improved product delivery.
- Developed chatbot flows and user journeys leveraging natural language processing (NLP) AI. The chatbot automated support ticketing and sales, yielding a \$6 million call center cost savings over a year. Collaborated with IBM and Meta (Facebook) on this cross-project.



## Principal Product Designer (UX / UI)

Corollarium Technologies

• São Paulo, Remote (Full-time)

Mar 2014 - Nov 2018

- Designed (UX/UI) and implemented (HTML/CSS/JS) visually appealing user interfaces for over 20 products, spanning SaaS, IoT, custom CMS, and VR/VA interfaces.
- Fostered innovation by collaborating with 10+ institutions in Brazil and Europe, exploring emerging trends and technologies.
- Spearheaded the product design of CMS for museums - selected by the **Ministry of Culture of Brazil to represent the country at Paris Museum Connections (Jan 2016)**.

## Education



### Nova University - Lisbon

Post degree - Communication and Media Studies

• Lisbon - Portugal

Sep 2015 - Sep 2016



### University of Lisbon

Sandwich degree - Communication and Media Studies

• Lisbon - Portugal

Sep 2012 - Sep 2013



### UNIP - Universidade Paulista

Bachelor's degree - Social Communication (Marketing and Advertising)

• São José do Rio Preto - Brazil

Jan 2009 - Dec 2014