

UX/UI Designer with a curious mindset. I bring a strategic mentality and creative thinking approach to solving problems. **My beliefs: knowledge is power, data is key, and there is beauty in simplicity.**

EDUCATION

- **Brand Strategy Sprint**
Section4 – (09/2021 – 10/2021)
- **User Interface Design**
Career Foundry – Germany
(02/2021 – 06/2021)
- **Bachelor's Degree in Social Communication**
UFRGS – Brazil (03/1997 – 10/2002)

LANGUAGES

- English (C2)
- Portuguese (Native)
- German (A2)
- Dutch (A2)
- French (B1)
- Spanish (B1)

SKILLS

- UX Design
- UI Design
- UX Research
- Data Analysis
- Usability and A/B Testing
- Wireframing & Prototyping
- Graphic Design
- Brand Design
- Brand Strategy

TOOLS

- Figma
- Sketch
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Elementor
- No-Code Web Design

ONLINE PRESENCE

- vinceveras.com
- [behance.net/vinceveras](https://www.behance.net/vinceveras)
- [linkedin.com/in/vinceveras](https://www.linkedin.com/in/vinceveras)

EXPERIENCE

UX/UI Designer @ Bambelo

Breda, Netherlands • 02/2022 – Ongoing

- Redesigned the form flow of one of the company's websites, increasing the conversion rate by 90%, generating a potential €1 million/year in extra revenue.
- Through extensive data analysis, identified areas of improvement for the main landing page input form, designing an experiment that reduced the error rate by 32% and increased conversion by 11%. The successful implementation of this new component led to its rollout across other company concepts.
- Conducted thorough user and market research to gain insights into user needs and define problems, which were then translated into useful insights and improved functionalities.
- Analyzed data to identify areas for improvement and hypothesized potential solutions, designing and executing A/B experiments to test them.
- Designed wireframes and high-fidelity prototypes in Figma, working closely with front-end developers to ensure the successful delivery of the final product.
- Presented designs to internal teams and stakeholders, utilizing persuasive communication skills to collect feedback and drive successful implementation.
- Collaborated closely with developers, product managers, sales strategists, and marketing specialists to design, maintain, and enhance more than 15 websites.

UI & Web Designer, Graphic Designer @ Arquipélago46

Porto Alegre, Brazil • 09/2018 – 09/2019 | Leipzig, Germany • 10/2019 – 09/2021

- Developed websites for 40+ clients using no-coding tools which reduced development time by 60% of the average in Brazil.
- Designed the branding for over 30 new companies launching their businesses.

Account and Project Manager | Event Planner @ Arquipélago46

Porto Alegre, Brazil • 10/2012 – 08/2018

As a founder of Arquipélago46 was responsible for the agencies' clients, managing the team, overseeing suppliers, and planning clients' strategies.

- Oversaw the brand design and launch of Tag Livros, the largest book subscription club in Brazil, with over 50.000 active subscribers.
- Planned a beer experience store for Father's Day, which exceeded the initial reward exchanging goal by 125%. More at: vimeo.com/238949049