

Data-driven UX/UI Designer bridging user desires and business requirements to create indispensable products with seamless user experiences. **My beliefs: knowledge is power, data is key, and there is beauty in simplicity.**

EDUCATION

- **Product Psychology Masterclass**
Growth.Design (02/2024)
- **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 (Fluent)
- Portuguese (Native)
- French (B2)
- German (A2)
- Dutch (A2)

SKILLS

- UX Design & UI Design
- UX Research
- Data Analysis
- Google Analytics
- A/B Testing & User Testing
- Wireframing & Prototyping
- Graphic Design
- Brand Design & Strategy

TOOLS

- Figma • Jira • GA4 • Hotjar
- Usertesting.com • Tableau
- Adobe Illustrator
- Adobe Photoshop
- No-Code Web Design
- Webflow

ONLINE PRESENCE

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

EXPERIENCE

Product Designer (UX/UI) @ Stream Analyze

Netherlands (remote) • 03/2024 - Current

- Conduct competitor research.
- Design and prototype new website pages/features in Figma, and adapt them to Webflow for website maintenance and expansion..
- Support Marketing with social media post designs, whitepapers, video editing, and presentations.
- Set and track website performance and user behavior using Google Analytics.

UX/UI Designer @ Bambelo

Breda, Netherlands • 02/2022 - 02/2024

- Optimized the user experience on the form flow of one of the company's websites leading to an increase in the conversion rate by 93%.
- Used extensive data analysis to redesign the home page main entry point, reducing errors by 32% and increasing conversion by 11%. This was later rolled-out across all other company product websites.
- Conducted thorough user and market research to gain insights into user needs and hurdles, which were then translated into improved functionalities.
- Analyzed data to identify areas for improvement and hypothesized potential solutions, designing and executing A/B experiments to test new ideas.
- Designed wireframes and prototypes to be presented to stakeholders and for user testing sessions, utilizing collaboration and communication skills to collect feedback and drive successful implementation.
- Collaborated closely with developers, product managers, sales strategists, and marketing specialists to design, maintain, and iterate on more than 30 websites.

UI & Web Designer, Graphic Designer @ Arquipélago46

Porto Alegre, Brazil • 09/2018 - 09/2019 | Leipzig, Germany • 10/2019 - 12/2021

- Developed websites for 40+ clients using no-coding tools such as Elementor, which reduced development time by 60% of the average in Brazil.
- Using marketing and branding skills, designed brand style guides for over 30 new companies launching their businesses.

Account and Project Manager | Event Planner @ Arquipélago46

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

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