

Vince Veras | UX/UI Designer

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Data-focused UX/UI Designer with 5+ years of experience and an entrepreneurial mindset, blending strategy, product design, and branding to drive business results. I bring a marketing-savvy approach to UX - aligning user needs with conversion goals through clear, data-informed design. At Bambelo, **I led a redesign that boosted conversions by 93%**. With a strategic lens and hands-on execution, I collaborate cross-functionally to deliver impact at every stage.

PROFESSIONAL EXPERIENCE

Product Designer (UX/UI) • Stream Analyze • Netherlands | 03/2024 - Current

Backed by 30 years of academic research, Stream Analyze delivers easy-to-use infrastructure and tools for developing, deploying, running, and managing analytical AI models on fleets of distributed edge devices.

- Conducted comprehensive competitor research, **resulting in a 158% increase in website content** and pages through strategic redesigns and new content sections.
 - Developed and maintained a custom design system in Figma, **reducing development time for new pages by 75%**, significantly streamlining the creation of high-fidelity wireframes and prototypes.
 - Designed mockups and high-fidelity interactive prototypes for presentation to stakeholders and key company partners.
 - Collaborated with Marketing to create brand-aligned materials, including social media images, presentation templates, videos, and essential brand library assets.
 - Spearheaded the launch of the company's newsletter, overseeing research, content planning, structure, and tool selection for email marketing, as well as analytical reporting.
 - Advocated for the implementation of AI tools, including ChatGPT, Claude, and Midjourney, as well as AI chatbots, to enhance productivity and creativity, and saving costs for company.
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UX/UI Designer • Bambelo • Netherlands | 02/2022 - 02/2024

Bambelo is a lead generation platform matching consumers with service providers in Europe through 40+ websites.

- Optimized the user experience on the checkout 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 to 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 on user testing sessions, using collaboration and communication skills to gather 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.

PROFESSIONAL EXPERIENCE (cont.)

UI, Web & Graphic Designer | Arquipelago46

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 for Wordpress, 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.

Founder & Account and Project Director | Arquipelago46

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

- As a founder of Arquipelago46 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 exchange goal by 125%**. More at: vimeo.com/238949049
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EDUCATION

- Product Psychology Masterclass | Growth.Design (02/2024 - 03/2024)
 - 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)
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CORE COMPETENCIES

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

LANGUAGES

- English (Fluent) • Portuguese (Native) • French (Advanced) • Spanish & Italian (Intermediate)
- German & Dutch (Basic)

TOOLS

- Figma • Jira • GA4 • Hotjar • Usertesting.com • AB Smartly • Adobe Creative Suite • Webflow
 - AI Tools (Midjourney, ChatGPT, Suno) • No-Code Web Design
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