

VINCE VERAS | Product Designer (UX/UI)

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PROFILE

Versatile Product Designer with end-to-end expertise spanning UX/UI, web development, and brand design, enabling seamless collaboration across disciplines as well as complete project ownership. Proven track record of driving measurable business impact - from a **93% conversion lift at Bambelo to 200% faster delivery at Stream Analyze** through systematic approach to design and development. I combine entrepreneurial thinking with strategic AI integration, allowing me to bridge gaps between teams while adapting quickly to evolving project needs. With international experience across 5 countries, I bring both technical versatility and cultural adaptability to any team environment. [Portfolio: vinceveras.com](https://vinceveras.com)

EXPERIENCE

Product Designer (UX/UI) | Stream Analyze | Netherlands - 03/2024 – 05/2025

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.

- **Served as sole designer across all visual touchpoints** - from product UX/UI and web development to brand design and marketing materials, working alongside one marketing specialist focused on content strategy.
- Built and maintained full design system in Figma while developing entire website in Webflow, **reducing new page development time by 75% and enabling 158% increase in content** through strategic redesigns.
- **Accelerated design-to-deployment velocity by 200%** by handling complete design-development pipeline, reducing typical project timelines from 26-39 days to 7-12 days through integrated workflow.
- **Leveraged AI tools strategically** (ChatGPT, Claude, Midjourney) throughout design and development process, enhancing productivity and creative output while maintaining consistent brand quality across all deliverables.
- Designed and coordinated multi-format marketing assets including social media visuals, videos, annual reports, presentation templates, and company newsletter layout, while collaborating on content planning and strategy.
- Eliminated need for multiple design specialists through versatile skill set spanning UX/UI, web development, brand design, and marketing design - delivering comprehensive visual solutions typically requiring 4-5 dedicated roles. [\[Full case: tinyurl.com/stream-analyze\]](https://tinyurl.com/stream-analyze)

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. [\[Full case: tinyurl.com/postal-code-modal\]](https://tinyurl.com/postal-code-modal)
- When user and business needs meet: **combining stakeholder interviews and data insights, redesigned a feature on the checkout flow, increasing monthly revenue by 21%** [\[Full case: tinyurl.com/move-date\]](https://tinyurl.com/move-date)
- Performed user and market research and data analysis to identify user needs, hurdles, and 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.

Product Designer (UX/UI/Web) | Arquipélago46 | Brazil & Germany - 09/2018 – 12/2021

- **Developed over 40 websites** for a wide range of companies 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 visual style guides for over 30 new companies launching their businesses.

Project Manager & Co-Founder | Arquipélago46 | Brazil - 10/2012 – 08/2018

- Co-founded and managed a creative studio, overseeing project delivery, client strategy, and cross-functional team coordination across branding, digital, and experiential campaigns.
- Led the end-to-end brand strategy and launch of **Tag Livros, Brazil's largest book subscription service (over 50,000 subscribers)**, aligning visual identity and UX.
- Conceptualized and produced a beer experience store for Father's Day, which **exceeded the initial reward exchange goal by 125%**. [More at: vimeo.com/238949049](https://vimeo.com/238949049)

EDUCATION

- **Bachelor's Degree in Social Communication/Advertising** - Universidade Federal do Rio Grande do Sul, Brazil
- **User Interface Design** - Career Foundry, Germany
- **Product Psychology Masterclass** - Growth.Design
- **Brand Strategy Sprint** - Section4

SOFT SKILLS

Bias to Action • Ownership • Critical & Analytical Thinking • First-Principles Problem Solving • Cross-functional Collaboration • Agile Environments

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 /C2) • Portuguese (Native) • Italian (Intermediate/B2) • French (Advanced/C1) • Spanish (Intermediate/B1) • German & Dutch (Basic/A2)

TOOLS

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

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