



VINICIUS G. OLIVEIRA

UX/UI & Visual Designer

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Experience

UI Designer

Tracfone - Verizon
Jul 2022 - Present
Remote

I currently work within a multidisciplinary team to create and refine user journeys, flows, wireframes, and prototypes.

- Responsible for UX/UI design for over 30 initiatives across digital channels, including Checkout flows, Privacy Portal, ACP Landing Pages, My Account, Protection Plans, Web safe pass, Extended Service Plans, Broadband Labels, Discount & Bundle page, and others.
- Evaluated diverse brand design styles, integrating design system principles to better understand and address needs.
- Engaged in cooperative efforts, focusing on the design discovery stage and the creation of interactive prototypes for research purposes and usability testing.
- Played a significant role in the conceptualization and deployment of the FCC Broadband Facts label for 8 Tracfone brands. Worked on the UX/UI design process, synthesizing insights, crafting prototypes, and collaborating with experience management, product teams, and developers.
- Participated in Agile workflows, aiding in both sprint planning and ideation sessions.

UX Consultant

Argos Education
Jan 2022 - Apr 2022
Remote

Worked in a team with Argos Education to improve user experience for their online educational platform.

- Conducted competitor research and user interviews to determine qualitative usability metrics.
- Developed persona, user journey & site map artifacts
- Developed mockups, wireframes & user testing
- Developed high fidelity prototype.

UX/UI & Visual Design

Q Link Wireless
Apr 2021 - Nov 2021
Dania Beach, FL.

At Qlink Wireless, I led a transformative redesign of the user interface and experience, by streamlining the signup flow, I achieved a more intuitive user journey, increasing conversion rates. My leadership in developing a user-centric design for the member's area(my account) enhanced usability. I also contributed to the standardization of UI elements, ensuring consistency across platforms. Through my work on diverse UX/UI projects and marketing visuals, I employed data analytics and A/B testing to refine design elements, resulting in higher conversion rates and a deeper understanding of the user journey.

Product Design & Visual Designer

Studio Vinicius Guimaraes
Jan 2008 - Dec 2020
Vitoria -Brazil

As an solo entrepreneur, I assembled teams tailored to the specific needs of each project. I managed creative design, engaging in multidisciplinary projects that extended from digital interfaces (including UX/UI, user interface design, and visual design) to editorial and exhibition design.

Web Designer & Art Director Assistant

Balaio Design + Estratégia
Aug 2007 - Mar 2008
Vitoria -Brazil

Balaio Design is the most awarded design agency in the state of Espírito Santo, Brazil. I supported the Web Art Director by contributing to UX and UI designs for webpages, landing pages, and banners. Additionally, I was involved in designing email marketing campaigns and participated in occasional projects focused on visual identity.

Junior Web Designer

Simplice, Tecnologia da Informação
Oct 2005 - Dec 2006
Vitoria -Brazil

At Simplicite, an IT software company, I was responsible for designing User Interfaces, Webpages, and online animated banners. Additionally, I managed front-end coding using HTML, CSS, JavaScript, and Adobe Flash / ActionScript.

Education

UFES - Federal University of Espirito Santo - Brazil

Bachelor in Industrial Design, Graphic Design Certificate.
2003-2009

Skills & Tools

Design

Wireframes & Prototyping
Interaction design
Information architecture
Accessibility
Responsiveness
Visual design
Design Thinking

Front-end Dev

HTML
CSS
Javascript
Bootstrap
Webflow

Languages

English (Full professional proficiency)
Portuguese (Native or bilingual proficiency)
Spanish (Limited working proficiency)