



VINICIUS G. OLIVEIRA

UX/UI & Visual Designer

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Experience

UI Designer

Verizon
Jul 2022 – Present – 1 yr 9 mos
Remote

- Led the UX Design for the FCC Broadband Facts label across 8 TracFone brands, collaborating with a team comprising a scrum master, project managers, product owners, and developers. We executed scheduled design updates using Adobe XD and Figma, impacting over 20,000,000 customers.
- Designed prototypes for 9 key touch points—such as shopping, activation, refill, phone purchases, zip code verification, discount & bundles, my account—utilizing Adobe XD and Figma and collaborating within Jira/Confluence. This initiative resulted in more than 60 straightforward and effective page designs, enhancing user interaction with telecommunications products and ensuring compliance with regulatory guidelines.
- Responsible for UX/UI design for over 20 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 and integrated design system principles to create user-centered solutions that align with each specific brand and project's creative vision.
- Engaged in team efforts to explore design concepts and crafted interactive prototypes for research and usability testing purposes.
- Contributed to Agile workflows by assisting in sprint planning and ideation sessions.

UX Consultant

Argos Education
Jan 2022 – Apr 2022 – 4 mos
Remote

As a UX Consultant at Argos Education, I had a significant contribution to proposing a new UX/UI design, aimed at transforming their online educational platform. This involved:

- Conducting in-depth competitor research and user interviews to establish qualitative usability metrics, directly influencing the platform's user-centric improvements.
- Crafting detailed personas, user journey maps, and sitemaps, which served as the foundation for informed design decisions.
- Leading the prototyping phase, which included designing mockups and wireframes, and conducting user testing sessions to iteratively refine the interface.

My effectiveness in this role was greatly amplified by the insights and advisory expertise developed through the Beginex UX Program, an intensive four-month experience focused on honing consulting skills through work with real clients. This program equipped me with the ability to provide strategic advice and adopt an advisory role, thus enhancing my contributions to Argos Education and reinforcing my capacity as a consultant in the UX field.

UX/UI & Visual Designer

Q Link Wireless
Apr 2021 – Nov 2021 – 8 mos
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.

UX/UI & Product & Visual Designer

Studio Vinicius Guimaraes
Jan 2008 – Dec 2020 – 13 yrs
Vitoria –Brazil

As a 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.

UX/UI & Visual Designer

Balaio Design + Estratégia
Aug 2007 – Mar 2008 – 8 mos
Vitoria –Brazil

Balaio Design stands as the most recognized design agency in Espírito Santo, Brazil. Assisting the Art Director, my contributions spanned UX and UI design for websites, landing pages, while also engaging in projects dedicated to developing visual identities.

Junior UX/UI Designer

Simplice, Tecnologia da Informação
Oct 2005 – Dec 2006 – 1 yr 3 mos
Vitoria –Brazil

At Simplicite, a software company, I was responsible for designing User Interfaces, Web pages, 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's degree, Industrial Design – Graphic Design Certification
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)