

VINICIUS FERREIRA

RESEARCH · DESIGN · BUILD

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PROFILE

UX and IT professional with 13 years of experience driving User-centered Design, Research, and Product Management. Delivered impactful results through 15+ digital products and published 20 academic papers on Design and UX. I co-create innovative solutions with cross-functional teams, ensuring they meet user needs through a variety of design methods.

EXPERIENCE

September 2023 - Present

Senior Product Designer at SymphonyAI, Palo Alto - CA, United States

- Designed an internal CRM/SaaS management platform, improving the onboarding process by 60%.
- Developed wireframes, user personas and high-fidelity prototypes using Figma and Lucidchart.
- Collaborated with Developers, Data Engineers, and DevOps, to drive successful outcomes.
- Adopted Tailwind CSS to create an elegant and easy-to-implement design system for frontend devs.

July 2023 - September 2023

Product Manager at Itera AI Solutions, Sao Carlos - SP, Brazil

- Spearheaded the discovery and design process for an AI platform tailored for the financial market.
- Drive subsequent discoveries of 5 new features to meet customer and market needs.
- Maintained a comprehensive product roadmap to keep development efforts on track.
- Mentored 4 UX designers and frontend devs, elevating the overall design quality across projects.

August 2022 - March 2023

Senior UX Researcher at BDev Ventures (BairesDev), San Francisco - CA, United States

- Conducted 5 UX research projects to optimize internal tools to improve rapid decision making.
- Facilitated a Lean Project Canvas workshop as an initial step towards product-service design.
- Leveraged best practices to plan and execute research methodologies, using Maze and Dovetail.
- Provided deeper analysis, emphasizing insights, opportunities, and impact on KPIs.

October 2019 - August 2022

Senior UX Designer/Researcher at Itera AI Solutions, Sao Carlos - SP, Brazil

- Orchestrated user shadowing sessions and proof-of-concept validations to design novel AI solutions.
- Formalized the design system using Adobe XD and Ant Design to set consistency and usability.
- Employed moderated testing to evaluate user productivity, improving solution efficiency by 300%.
- Contributed to the company's success by securing 3 innovation awards and attracting 8 new clients.

October 2019 - September 2023

Research Associate at UXLeris, Sorocaba - SP, Brazil

- Conducted qualitative research on design process, agile methods, UX documentation, and lean UX.

September 2018 - September 2019

Research Internship at Human Communication Technologies Lab, Vancouver - BC, Canada

- Developed a new UX methodology called on-the-fly prototyping and improved my research skills.

January 2014 - July 2014

Research Internship at Graphics and Experiential Media (GEM) Lab, Halifax - NS, Canada

- Worked on research projects exploring mixed reality, smart UIs, privacy, and public interventions.

December 2011 - May 2012

Digital Accessibility Specialist at SEaD-UFSCar, Sao Carlos - SP, Brazil

- Delivered accessibility solutions for online courses and won an award from W3C Brazil.

April 2011 - September 2019

HCI Researcher at Advanced Interaction Lab, Sao Carlos - SP, Brazil

- Worked on projects involving smart city applications, digital privacy, and machine learning.

AWARDS

Mega Hack 2020: Overall Winner at the largest Hackathon in Latin America.

Emerging Leaders in the Americas Program: Masters Scholarship at Dalhousie University.

EDUCATION

2022

Google UX Design Professional Certificate

Google, United States

2016 - 2022

PhD in Computer Science (Human-Centered Computing)

Federal University of Sao Carlos, Brazil

2013 - 2015

MSc in Computer Science (Human-Centered Computing)

Federal University of Sao Carlos, Brazil

2011 - 2012

MBA in Web & Mobile Development

Federal University of Sao Carlos, Brazil

TECHNOLOGIES

Discovery/Ideation

Miro, Mural, ProtoText, EasyRetro

Prototyping

Figma, Adobe CC, Sketch, Framer, Uizard, Balsamiq, Lucidchart

Research/Analysis

Maze, Hotjar, UserTesting, UserZoom, ATLAS.ti, NVivo, Dovetail, UserVoice, SauceLabs, SPSS, SciSpace, Scholarcy

Reporting

Notion, Notably, AirTable, Github

Analytics

Google Analytics, UX Metrics; Python: Pandas, Numpy, Matplotlib; JavaScript: Vega-Lite, Leaflet

Programming languages

HTML5, CSS3, JavaScript, TypeScript; C++, Java, Python, R, SQL, NoSQL

LANGUAGES

English: Highly proficient (TOEFL)

Brazilian Portuguese: Native speaker

Portfolio: ImVinicius.com