

# Victor Gabriel de Araújo Barros

## Senior Product Designer (UX/UI)

Teresina, PI - Brazil (Open to international relocation)  
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### Summary

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Senior Product Designer with experience in SaaS, B2B, and B2C products, leading end-to-end design processes from discovery to delivery. Strong focus on scalable systems, user-centered design, and measurable business impact.

Background in QA and front-end development, ensuring technical feasibility and pixel-perfect execution. Proven ability to reduce rework, improve efficiency, and leverage AI to optimize research and design workflows.

### Skills

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#### Product & UX

- Product Discovery, Stakeholder Interviews, User Research
- Journey Mapping, Personas, Jobs-to-be-Done (JTBD)
- Information Architecture, User Flows, Task Analysis
- A/B Testing, Usability Testing, Heuristic Evaluation
- Data-informed Design

#### UI & Systems

- High-Fidelity Prototyping, Interaction Design, Microinteractions
- Design Systems, Component Libraries, Design Tokens
- Responsive Design, Mobile-First Design
- Accessibility (WCAG), Visual Consistency, UI Patterns

#### Technical & QA

- QA Validation, Functional Testing, Edge Case Validation
- Technical Handoff, Developer Collaboration
- HTML, CSS, JavaScript (applied for layout validation and implementation alignment)

#### AI

- ChatGPT, Claude, Midjourney
- AI-assisted Research & Workflow Optimization

#### Tools

- Figma, FigJam
- Hotjar, Google Analytics
- Jira (Scrum, Kanban)

### Experience

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#### Kasb Health

Product Designer (SaaS / Healthtech)

Nov 2025 – Present

Remote

- Led the end-to-end conception of a medical platform, defining product vision, roadmap, and MVP, accelerating time-to-market by approximately 25%

- Delivered scalable user journeys and interfaces, improving operational efficiency of clinical workflows by an estimated 20%
- Led QA and homologation processes, reducing post-release issues and rework by around 30%

## Lance!

Senior Product Designer (Sports Media Platform)

Jun 2025 – Present

Remote, Brazil

- Led the redesign of high-traffic platforms, increasing user engagement by approximately 15% through interactive features
- Designed and launched betting-related experiences, contributing to new monetization streams and increasing user retention and session duration
- Ensured design consistency and reduced UI inconsistencies by over 25% through rigorous QA and design system governance

## OdiNetwork

Senior Product Designer (SaaS B2B Ecosystem)

Dec 2023 – Dec 2025

Remote

- Owned and scaled design systems across multiple SaaS platforms, reducing design inconsistencies by approximately 30%
- Applied AI tools to optimize complex workflows, decreasing task completion time by around 20%
- Partnered with engineering to validate implementation, reducing design-to-development gaps and rework by about 25%

## Clicksoft Brasil

Senior Product Designer (Operational Systems and Healthcare)

Jul 2022 – Aug 2024

Remote

- Led the design function across multiple products, improving delivery consistency and reducing design-related issues by approximately 20%
- Established design standards and validation processes, accelerating delivery cycles by around 15%
- Drove user-centered research and accessibility improvements, increasing usability scores and user satisfaction

## Elliptic Technology

UX/UI Designer (Software House / Multiple Segments)

Jun 2021 – 2023

Teresina, Brazil

- Led full product design cycles for multiple clients, improving delivery quality and reducing post-launch issues by approximately 20%
- **Boa de Venda (E-commerce):** Improved usability and navigation, increasing task success rate during testing phases
- **Bioface ID (EdTech & Hardware):** Designed integrated digital-physical experiences, reducing interface errors in real-world usage
- **Atrium (LegalTech):** Simplified complex workflows, reducing user cognitive load and improving task efficiency
- **Solvee (Marketplace):** Delivered responsive platform design, improving cross-device usability and consistency

## Education

Federal University of Mato Grosso do Sul (UFMS)

Bachelor's Degree in Information Technology

2023 – Present

**Courses:** UX Writing Masterclass (2024), UX Unicórnio (2023), UI Boost (2023), Figma (2022), Web Process (2022), UX/UI Design PB (2021)

## Languages

Portuguese (Native)

English (B2 – Professional Working Proficiency)