Resume - Vitor Abreu 2026

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📍 São Paulo, Brazil

🎯 **Professional Summary**

Product Designer with over 10 years of experience in digital products (e-commerce, apps, and SaaS), working end-to-end from discovery to delivery. Skilled in UX Research, information architecture, prototyping, Design Systems, and data-driven Conversion Rate Optimization (CRO) and Growth initiatives. Experienced in technical documentation and specification for delivery teams, bridging design and engineering to accelerate high-quality releases.

Technical Skills

Product Design, UX Design, UI Design, UX Research, Information Architecture, Design Systems, Prototyping, Conversion Rate Optimization (CRO), Growth, Usability, User Journey Mapping, Product Documentation and Specification, Low-code Development, Data Analysis and Visualization, Figma, Miro, AI-assisted Design, OutSystems, VTEX, Magento

Soft Skills

Clear Communication, Problem Solving, Teamwork, Organization, Analytical Thinking, Time Management

Professional Experience

Product Designer

TATA Consultancy Services Brazil — São Paulo, Brazil (Remote) | May 2023 - Present

- Lead system modernization projects through design, implementing solutions to increase efficiency and scalability.
- Collaborate on the creation and maintenance of a Design System to ensure visual consistency across products.
- Define, prioritize, and document user requirements to build and improve user stories and user journeys.
- Build interactive prototypes using OutSystems to validate concepts with stakeholders.

Product Designer

Dia Brasil — Digital Business Unit, São Paulo, Brazil and Buenos Aires, Argentina (Remote) | August 2022 - January 2023

- Worked on the team responsible for updating the DIA shopping app in Argentina.
- Conceptualized a new interface and style guide to create a more intuitive shopping experience.
- Documented project specifications in a collaborative environment, facilitating communication with stakeholders in Brazil and Argentina.
- Collaborated with a cross-functional team of designers, developers, and product managers across two countries.

Product Designer

Crewhu — São Paulo, Brazil and United States (Remote) | January 2022 - August 2022

- Worked on the team responsible for design decisions and updates to the Crewhu SaaS platform.
- Conducted data analysis and user research to propose system improvements.
- Created and maintained project documentation, including a new Design System.
- Collaborated with developers, product managers, and designers on an international team.

Design Lead

Synapcom — São Paulo, Brazil | September 2019 - January 2022

- Led a usability team delivering e-commerce experiences on platforms including VTEX, Magento, and Hybris.
- Worked across B2C, B2B, B2E, D2C, loyalty, and subscription club projects.
- Analyzed user journeys to optimize Conversion Rate Optimization (CRO) and sales performance.
- Acted as Product Owner for client projects and internal product improvements, prioritizing delivery value.
- Partnered with designers, developers, product managers, and stakeholders to deliver projects on time and within budget.

UX Designer

Casion Tech Goodies — São Paulo, Brazil | October 2016 - October 2018

- Designed UX solutions for advertising campaigns, creating intuitive and engaging interfaces.
- Built dashboards and analytics tools for real-time campaign performance monitoring.
- Applied UX principles on projects for brands including Heineken, Spotify, McDonald's, and Coca-Cola, focused on improving conversion rates.

UX Designer

PWI — São Paulo, Brazil | April 2014 - October 2016

- Worked as Front-End and UX Designer on web systems, focused on prototyping for the industrial sector.

Education

MBA in UX Research

UX Unicorn, Brazil | 2022 - 2024

Graduate Program in Information Architecture and UX

Impacta Tecnologia, Brazil | 2013 - 2016

Bachelor's Degree in Digital Design

Anhembi Morumbi, Brazil | 2009 - 2013

Certifications

- UX Designer Training, Alura
- Learn Data Visualization and Become a Data Analyst, UI5 Community Network
- Information Visualization: Getting Dashboards Right, Interaction Design Foundation

Projects and Achievements

Conversion Rate Increase in the Purchase Journey

Identified friction points in an e-commerce purchase journey requiring scheduling for product pickup or administration (vaccines). Conducted research with users who completed and abandoned scheduling, and observed the purchase process. Identified gaps in pickup location visibility, step-by-step clarity, and confirmation emails. After implementing usability improvements, increased the journey's conversion rate by 12%.

SaaS Onboarding Process Redesign

Identified that the sales team spent up to 12 hours per client on onboarding meetings and guidance. Gathered client feedback and mapped the full onboarding process. Implemented an external onboarding platform with step-by-step guidance and built a self-service FAQ hub, reducing onboarding time from 12 hours to 2 hours per client (an 83% reduction) and freeing the sales team for higher-value work.

Languages

Portuguese - Native

English - Intermediate/Technical

Spanish - Basic/Technical

Additional Information

- Willing to travel
- Available for remote or hybrid work