

# Victória Morais Santos

Brazilian, married, 31 years old

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**\*\*Working visa: in process of family reunification\*\***

## Profile

I'm a designer with UX/UI and product skills with more than 4 years of experience in industry, education and e-commerce working on B2B and B2C business models. I'm currently working at Hyphen and my objective is to contribute with my knowledge and skills to deliver the best solution for business and people's needs.

Knowledge: Consumer experience, product discovery, entire product cycle experience, B2B and B2C models, VTEX platform, SAP basics.

## Education

- Degree in Computer System Analysis at UNIBTA, 2018
- Technical in Cartography at UNIVAP, 2008

## Professional experience

### 2022 / present – Hyphen allocated in Authentic Tech | Product Designer

Main activities:

- Responsible for research activities: usability tests (unmoderated), competitive analysis, benchmarking and desk research;
- Participation in research report creation to bring findings and learnings and present them to the team and business;
- Medium and high fidelity prototypes during ideation of the solution.

### 2020 / 2022 – Whirlpool Corporation | Product Designer

Main activities:

- Responsible for research activities, surveys creation, interviews and usability tests;
- Collaborate to identify problems and opportunities for improvement in digital products and services;
- Low, Medium and High fidelity prototypes during ideation of the solution;
- Presentation of the results for the team and business;

- Collaboration in design structure and organization proposing new ideas and possibilities to improve the design process;
- Collaboration, maintenance and improving the style guide brand

## **2019 / 2020 – Corebiz allocated in Whirlpool Corporation | Product Designer**

Main activities:

- Collaboration in research activities, surveys creation, interviews and usability tests
- Low, Medium and High fidelity prototypes during ideation of the solution;
- Presentation of the learnings and findings to the team and business;

## **2019 – Gama Academy | UX / UI Designer**

Main activities:

- Collaboration in research activities, surveys creation, interviews and usability tests
- Low, Medium and High fidelity prototypes during ideation of the solution;
- Collaboration, maintenance and improving the style guide brand.
- Analysis of conversion metrics using tools: Hotjar and Analytics

## **Skills**

- Interesting in product discovery and user research;
- English – Intermediate (ICBEU, 2008);
- Basic develop knowledge and tools: JavaScript, HTML5 / CSS3, Bootstrap, Knockout JS, jQuery, Ajax, SVN, Git;
- Design tools: Sketch, Figma, Adobe (Photoshop, Illustrator, Adobe XD ) and Invision;

## **Courses and certificates**

- Accessibility / Marcelo Sales, 2022 (studying);
- Quantitative methods / Diogo Cortiz, 2022;
- Product discovery / PM3, 2022;
- UX Design course / Belas Artes university, 2019;
- UI Design course / UI Lab, 2019;
- UX/UI immersion / Gama Academy, 2018;
- Alura online design courses in UX/UI and Research:

[Click here to see all courses completed](#)