Senior Product Designer

Victor Dias

I design B2B products for complex operations. From research to handoff, I use design systems and AI-assisted prototyping to test solutions and align decisions with engineering.



Experience

Kron Digital
Jan 2026 - present

Product Designer

Designed interfaces for DIMEP and Mosaic. I use AI-assisted prototyping and component documentation to support engineering handoff.

Apol Design
Jan 2021 - present

Founder & Product Design Specialist

Designed service-order and cash management workflows for Alemão Auto Vidros. Brought the Bolos Gôgô visual identity into its packaging and digital menu prototype.

Autopass
Jan 2025 - Feb 2026

UX/UI Designer

Redesigned the TOP app and its design system, combining usability testing with GA4 and Hotjar insights.

Sem Parar Empresas
May 2023 - Apr 2025

UX/UI Designer

Designed the current Sem Parar Empresas website and worked on the B2B fleet design system. Engagement with the invoice journey rose 22%, and layout rework fell by over 30%.

Alper Seguros
Nov 2021 - Jul 2023

UX/UI Designer

Redesigned the broker portal and policyholder app, from mapping user journeys to building reusable components.

PagSeguro International
Oct 2020 - Nov 2021

Product Designer

Prototyped and tested credit and insurance journeys, including loans backed by Brazilian FGTS funds.

Shopper
2018 - 2020

UX/UI Designer

Designed web and mobile journeys for an online grocery service and helped build its first design system.

Contact

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Education

UX/UI Design
USP · Specialization · 2022

Systems Analysis and Development
Belas Artes · 2023-2026

Advertising
Anhembi Morumbi · Bachelor's degree · 2019-2021

Certifications

UX/UI Design · EBAC
Google Analytics · Google

Tools

Figma, FigJam, Storybook, GA4, Hotjar, Maze, Framer, ChatGPT, Claude, Codex

Project portfolio

Alemão Auto Vidros, Bolos Gôgô, DIMEP, Mosaic, Razac