

Victor Daniel Resende de Mayrinck

I'm a Product Designer with 14 years of experience who leads the entire design process, from discovery to delivery, conducting research, data analysis, and usability testing to turn insights into scalable, user-centered solutions. I create wireframes and high-fidelity prototypes, with clear specifications, while evolving the Design System.

- ✉ Brazilian, 40 years old
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Experience

Fundação Getulio Vargas (7 years)

Senior Product Designer

São Paulo/SP, Brazil

- Discovery and Delivery of more than 80 websites
- User research and search intent analysis across the institution's websites using SEMrush, Google Analytics, and Google Search Console.
- Preparation of performance reports with actionable business insights.
- Project management for new website launches.
- UX optimization analysis.
- Direct collaboration with Customer Service, CRM, Design, and IT teams.

Ciclo Estúdio (6 years)

Creative Director

Rio de Janeiro/RJ, Brazil

Responsible for the creative process, production, and final artwork for websites, branding, and graphic design projects.

Grupo Leya (1 year and 7 months)

Graphic Designer

Rio de Janeiro/RJ, Brazil

Creation of editorial graphic projects, websites, and institutional materials.

Grupo JBFM (1 year and 8 months)

Web Designer

Rio de Janeiro/RJ, Brazil

Creation of websites and social media images.

Education

Postgraduate Degree in Project Management – PUC Minas (2023)

Bachelor's Degree in Industrial Design – Visual Programming – Universidade Estácio de Sá (2014)

Certifications

- **Design Thinking** (SEBRAE)
- **Digital Media and Sales** (FGV)
- **Artificial Intelligence for Designers** (IxDF – The Interaction Design Foundation)
- **SEO – Search Engine Optimization** (SPDS)
- **LGPD – Introduction to the New Data Protection Law** (FGV)
- **Compliance and Anti-Corruption Practices** (FGV)

Skills

Tools

Figma, Adobe XD, SEMrush, Google Search Console, Google Analytics, LLMs, Hotjar, Microsoft Clarity, VWO, Photoshop, and Illustrator.

Personal

Focused, organized, collaborative, and leadership-oriented.

Languages

Portuguese (native), English (fluent).

VX Comunicação (1 year and 11 months)

Junior Web Designer

Niterói/RJ, Brazil

Layout design for websites, apps, Facebook pages, and email marketing, as well as HTML/CSS implementation for various clients.

Junior Graphic Designer / Design Intern

Creation of printed materials such as folders, point-of-sale visuals, and banners for multiple clients.