

# VÍTOR LUIZ DE CASTRO

## Senior Product Designer | UX/UI Designer | Design Systems

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### PROFESSIONAL SUMMARY

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Senior Product Designer with 5+ years in B2B and healthcare digital platforms, including regulated sectors (healthcare and public sector). I work across the full product cycle, from discovery to delivery, with user-centered design: qualitative and quantitative research, usability testing, user flows, UI, interaction design, prototyping in Figma and handoff to engineering, in agile cycles. Solid experience in Design Systems: I built Sensedia's from scratch and diagnosed and restructured Conexa Saúde's, with design tokens, governance and accessibility (WCAG). I use generative AI in my design process (Claude, ChatGPT, Figma AI and Figma Make). I facilitate co-creation sessions with PMs and POs to prioritize features, improvements and roadmap.

### PROFESSIONAL EXPERIENCE

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#### Senior Product Designer (Design Ops & Design System)

Conexa Saúde (healthtech) | Remote | Nov 2025 - Aug 2026

- Diagnosed the Design System maturity with 10+ people (PMs, designers and VP of Product), comparing Figma, Storybook and WCAG criteria. Result: a score of 2.2 out of 5 across 7 dimensions, used to prioritize the restructuring.
- Stabilized v1, used by 8 designers and the front-end team on the patient and healthcare professional platforms: standardized naming, reorganized the Figma file architecture and published an accessibility guide based on WCAG minimum criteria.
- Built v2 in parallel, with semantic tokens for light, dark and white label, allowing colors to change per client company. Gradual rollout to backoffice and management products.
- Designed the v2 architecture to be readable by AI tools (Figma, GitHub, Claude Code), so developers can use the exact component with mapped behavior. Architecture documented in Figma; code integration planned, not yet implemented.
- Used generative AI for research, synthesis and drafting models and proposals for v2, before starting work on the Design System.
- Worked in co-ownership with the front-end Tech Lead: design owned vision, standards and prioritization; front-end owned technical stability and releases. Reported to the Head of Design.
- Served as the go-to person for UI when the teams needed help unblocking screens.

#### Product Designer - Consultancy

Zallpy Digital (software consultancy), client Edenred Brasil (Repom) | Remote | Jan 2024 - Oct 2025

- Sole designer of the Toll Management product (Repom, Edenred Brasil) for corporate fleets, supporting 3 PMs, each responsible for a client portfolio.
- Cross-referenced data from Google Analytics, Microsoft Clarity and Userpilot to identify errors, dead clicks, drop-off points and features with no adoption.
- Used ChatGPT to sketch ideas, support the analysis of results and insights and, in part, for wireframing.
- Redesigned all product flows, including toll tag purchase, statements and billing forecast, based on usability heuristics, business goals and user goals. Prototyped in Figma.
- Facilitated co-creation sessions with PMs and POs to prioritize features, improvements and roadmap for the product.
- Tested the new flows remotely with one client (6 participants) and validated decisions with the VP and product management. Positive qualitative feedback.
- The project stopped at prototype and did not move to development.

#### Product Designer

Sensedia (API management) | Remote | Sep 2022 - Dec 2023

- Built the esSense Design System from scratch, from an audit of 4 products: foundations, tokens, 50+ components documented in Figma (Atomic Design) and documentation in Zeroheight. Adopted by about 10 company products and modules right after completion.
- Co-built the system with the front-end Tech Lead and ran biweekly governance with the team of 6 designers.
- Created the Developer Portal from scratch, a self-service platform where users update and customize their own portal, aiming to eliminate support tickets. Delivered with reduced scope, negotiated with leadership to meet

the deadline.

- Interviewed Sensedia developers to inform the Developer Portal design and, on other company products, interviewed customers.
- Used ChatGPT to sketch ideas and support the analysis of research results and insights.
- Facilitated co-creation sessions with PMs and POs to prioritize features, improvements and roadmap for the products.
- Served as the go-to person for UI on the team.

### **UX/UI Designer**

Sysvale Softgroup (public healthcare management software) | Remote | Jan 2021 - Aug 2022

- Designed interfaces for Cidade Saudável, a public healthcare management platform.
- Translated product briefs into flows, wireframes and prototypes, and designed the product landing page.
- Helped restructure the medical appointment scheduling flow.
- Took part in design sprints with the product and development teams.
- Worked directly with the development team in agile cycles.

### **EDUCATION**

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- Postgraduate Certificate in User Experience Design and Beyond, PUCRS | 2023-2024
- Associate Degree (Tecnólogo) in Graphic Design (higher education, completed), Universidade Feevale | 2020-2022
- Associate Degree (Tecnólogo) in Interior Design (higher education, completed), Universidade Feevale | 2012-2017
- Technical Degree in Visual Communication, Instituto de Educação Ivoti | 2009-2011

### **ADDITIONAL COURSES (TAKEN IN PORTUGUESE)**

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UX Fundamentals | UX Product: Monitor, Measure and Test Your Project | UX Research: Website Analysis with Google Analytics | UX Strategy: Diverging and Converging Ideas | Google Analytics Part 2: Dimensions and Metrics | Google Tag Manager: Tag Application and Management | Digital Business Metrics | This Is Design Thinking | Extension Course in Digital Marketing, Design Thinking and UX

### **TOOLS**

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Figma (auto layout, variables, components, variants, prototypes), FigJam, Miro, Figma AI, Figma Make, Zeroheight, Storybook, Notion, Jira, Google Analytics, Microsoft Clarity, Hotjar, Userpilot, Useberry, Claude, ChatGPT

### **SKILLS**

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Product Design, UX Design, UI Design, UX/UI, Design Systems, Design Tokens, Atomic Design, Design System Governance, Design Ops, Accessibility (WCAG), UX Research (qualitative and quantitative), User Interviews, Usability Testing (moderated and remote), Heuristic Evaluation, Surveys, Card Sorting, SWOT Analysis, Data and Usage Metrics Analysis (NPS, CSAT), Design Thinking, Design Sprint, User-Centered Design (UCD), Product Discovery, Delivery, Interaction Design, Prototyping, Wireframes, User Flows, User Journey Mapping, Personas, Benchmarking, Responsive Design (desktop web and mobile web), Visual Design, Handoff, Technical Documentation, AI-Assisted Design, Generative AI (ChatGPT, Claude), Prompt Engineering, Agile Methodologies, Collaboration with PMs and Engineering, Workshop and Co-creation Facilitation, Stakeholder Alignment, Scope Prioritization, Roadmap (prioritization with PMs and POs)

### **LANGUAGES**

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Portuguese (native) | English (advanced, C1/C2) | Spanish (intermediate, B1)