

# Victor Maganha

Senior Product Designer

São Paulo, Brasil | +55 11 9 9724 6076

[adm.maganha@gmail.com](mailto:adm.maganha@gmail.com) | [vmganha.com](http://vmganha.com) | <https://www.linkedin.com/in/victormaganha/>

**With over 7 years of experience as a Product Designer, I usually start my work thinking about what the user is needing to feel, and understanding the better way to attend to that need. A validation through exploration, that's how I mature the process.**

## Experience

Jun 2023 - Feb 2024

### **Sr. Product Designer**

Seedz - Agritech

Led the Force/Rebate Squad design process and utilized double diamond, honeycomb, UI guidelines, Figma, research, benchmarking, internal data analysis, expert assessment, personas, forms, design systems, and value offers.

Developed one of the most complex financial dashboards and campaign creator on agribusiness, that links industries with headquarters and sales channels.

Designed new functionalities for the Force Squad, including new campaign, payroll security methods, campaign configuration.

Sep 2020 - Jun 2023

### **Sr. Product Designer**

CWI - Software Engineering

Worked at CWI on a large retail company project, contributing to multiple Squads.

Applied UX skills in search, benchmarking, usability, stakeholder communication, internal data analysis, survey forms, Figma, and user flow in the Gira que tem (Roulette) Squad.

Led the Loyalty Squad's design process and utilized double diamond, honeycomb, UI guidelines, Figma, research, benchmarking, internal data analysis, expert assessment, personas, forms, design systems, and value offers.

Developed compelling communications while maintaining platform standardization in the Communication Squad.

Designed new functionalities for the Onboarding Squad, including login, biometrics, security, privacy, user profiles, password recovery, and more.

Implemented optimized design processes in the ON/OFF Experience Squad.

Set 2019 - Ago 2020

## **UX/UI Designer**

Sim;paul - Fintech

Worked at Sim;paul on a large fintech company project.

Applied Visual design skills, information architecture, usability, stakeholder communication, internal data analysis, Figma on Investor Squad.

Developed the Advisor Squad on a design process and utilized,UI guidelines, Figma, research, benchmarking, expert assessment, personas, forms, design systems, and value offers.

Apr 2018 - Sep 2019

## **UX Consultant**

Beijaflora - Consultancy and Management

Dashboard development

Interface Development

User Testing

## **Education**

2010 - 2015

### **Game Design - Bachelor's Degree**

UAM - Anhembi Morumbi University

2018 - 2020

### **MBA - UX Strategy and Management**

ESPM - Higher School of Marketing and Advertising

## **Additional**

On my passage through CWI I've had the opportunity to teach in some projects like CWI Bold and Let's Code, helping designers and developers improve their knowledge about digital products management.

Some times I was invited to speak at events and workshops about Design, Design Metrics and Design Best Practices.

## **Skills**

Mobile app design  
Web app design  
User interface design  
User experience design  
User Research  
Product Discovery  
Benchmark research

Wireframing  
Prototyping  
User flows  
User Journey mapping  
Usability tests  
Product Strategy

Visual Design  
Handoff  
Collaboration with the team and developers/engineers.

## **Tools**

Figma  
Adobe XD  
Invision  
Sketch  
Adobe Illustrator  
Adobe Photoshop  
Canva

Google Analytics  
UserTesting  
Notion  
Jira  
Asana  
Miro  
Hotjar