

Victor Melo

Product Designer · Enterprise SaaS, AI and Operational Tools

Porto, Portugal | vgsmelo@gmail.com | +351 913 554 715 | linkedin.com/in/vctrmelo | victormelodesign.com

SUMMARY

Product Designer with 5+ years designing complex enterprise SaaS, AI, and operational tools. I work end-to-end, from problem framing and discovery through to production, and specialise in configuration UX, 0-to-1 product surfaces, and AI-assisted workflows. Recent work includes cutting the median project setup time from 3.5 hours to 12 minutes on an AI data platform and designing a net-new revenue channel within a live legal operations platform. Remote-first, fluent async collaborator across product, engineering, and customer-facing teams.

EXPERIENCE

Product Designer, Traact Remote | Nov 2025 – Aug 2026

Legal operations SaaS (Miami, US) for enterprise contract, entity, and compliance management. Sole designer across two major workstreams.

- Redesigned platform configuration (Modules Settings, Status Triggers, behaviour-grouped Filters, Saved Views) inside a live system with enterprise clients in production; two accounts flagged as churn risk renewed, both citing workflows this work addressed.
- Separated structure from behaviour in status configuration and regrouped filters by data behaviour rather than alphabetically, so the interface itself teaches how the system reasons instead of forcing users to carry automation consequences into first-click decisions.
- Designed the Service Center from zero: service discovery, a jurisdiction-aware request wizard, a three-step KYC compliance flow, request tracking, and a full backoffice portal, enabling 5+ legal services to be sold and operated inside the product.
- Delivered it as the development-ready V1 specification (jurisdiction field tables, flow diagrams, notification templates, standardised pricing) in weekly cycles with PM and CTO, extending the existing design system rather than deviating from it.

Product Designer, Foundey (formerly Uitify) Remote | Feb 2025 – May 2025

Product design agency (Palo Alto, US). Lead designer on the Perle AI engagement, an AI data platform connecting ML teams to expert human labelling, evaluation, and red-teaming.

- Redesigned Perle's project setup from a ~40-field, 6-screen form into an AI-assisted describe, draft, and review loop; median time to launch dropped from 3.5 hours to 12 minutes and first-attempt completion rose from 38% to 86%.
- Grounded the redesign in 9 onboarding call reviews and an audit of 30 recent project configurations, which identified translation, not form-filling, as the expertise actually being sold.
- Kept the structured form as the review surface behind the prompt, made every AI-drafted field traceable to the customer's own words, and introduced a paid pilot batch before full runs; setup-related support tickets fell 61%.

Founder & Product Designer, VM Studio Remote | Jan 2023 – Nov 2025

Independent product and motion design practice serving SaaS, EdTech, and early-stage clients.

- Led 8+ end-to-end product design engagements across web and mobile, from research and discovery through high-fidelity delivery and engineering handoff, including dashboards and classroom management tools for an EdTech platform (Clickidea) and a web platform for architects and urban planners (Porto Digital).
- Built and maintained design systems for client products, and produced motion and video work alongside product design in After Effects and Premiere Pro.

UX/UI Designer, Encora Remote | Jun 2021 – May 2022

- Redesigned experiences and interfaces for two large-scale international projects, delivering high-fidelity designs and developer-ready specifications for enterprise clients.

SKILLS

Product: Configuration UX, enterprise workflow design, 0-to-1 product definition, AI-assisted interaction, design systems, information architecture, progressive disclosure, conversion-oriented B2B flows.

Craft & practice: Figma (auto layout, components, variants, design system architecture), Framer, prototyping, After Effects, Premiere Pro; discovery from support and CS signals, stakeholder validation cycles, engineering handoff documentation, designing within live production constraints.

Languages: Portuguese (native) · English (fluent) · Spanish (working) · Japanese (conversational) · German (beginner)

EDUCATION

Bachelor's in Design — CESAR School, Recife, Brazil | 2019 – 2024