

Victor Melo / Product Designer

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SUMMARY

Product designer with five years across discovery, competitive benchmarking, information architecture, user flows, UI, written specification, and design QA against the build. Experience spans enterprise B2B SaaS, EdTech, AI and data platforms, public-sector and civic tooling, and independent practice. Strongest in dense operational interfaces, where tables, filters, permissions, and configuration decide whether a product stays usable at scale.

WORK EXPERIENCE

Product Designer

Nov 2025 – Aug 2026 · 10 mos

Traact · Full-time

Miami, Florida, United States · Remote

B2B legal operations SaaS for enterprise contract, entity, and compliance management, serving 30+ active enterprise customers.

- Owned the discovery and design of a complex configuration experience for an enterprise admin platform, restructuring settings organization so admins could self-serve changes that previously required support.
- Designed a new revenue-generating product surface end-to-end as sole designer, from discovery through development-ready UI, defining a compliant, multistep user journey and partnering closely with a cross-functional squad.
- Wrote specifications engineering could build from without follow-up (field tables, flow diagrams, notification templates, pricing logic), owned the handoff, and ran design QA during development against intent and the design system.
- Extended and quality-assured the Figma design system alongside other designers, and established the documentation and handoff rituals the team did not previously have.
- Negotiated design decisions with stakeholders and based scope on evidence, benchmarking competing legal operations platforms in weekly definition sessions with the PM and CTO.
- Elevated the quality of marketing materials by implementing a streamlined design process, resulting in improved stakeholder satisfaction and faster approvals.

Product Designer

Jul 2025 – Nov 2025 · 5 mos

Clickideia Ecosystema Educacional · Contract

Brazil · Remote

Brazilian EdTech company. I was part of a team composed of 3 designers, with the teacher-facing platform as the incoming workstream.

- Collaborated on UX research for the teacher-facing platform, contributing to the preparation of qualitative interview protocols and running 5+ sessions with three educators each alongside the PM and two other designers, establishing the baseline before design work began.
- Built the competitive picture for the teacher-facing platform by benchmarking competing EdTech products and mapping which capabilities were worth adapting into the roadmap.
- Represented the company at a national education industry fair, assessing competitor solutions firsthand and reporting back on what the product could absorb.
- Designed responsive landing pages for education-sector events and contributed to marketing materials supporting launches.
- Designed a V1 redesign of the learning platform's teacher-and-student interface, which serves Brazil's public adult education system (EJA). The direction came from the research findings and from feedback on the existing product. I set the interface conventions and defined the flows, then handed them off to other designers when I left.

Role ended due to international relocation; the position required being based in Brazil to travel for user research throughout the country.

Product Designer and Multimedia Designer

Jan 2023 – Jul 2025 · 2 yrs 7 mos

VM Studio · Self-employed

Porto, Portugal · Remote

Independent practice.

- Ran engagements for 10+ clients since 2023 autonomously end to end, covering scoping, expectation setting, and timeline and delivery management, working directly with founders and owners without an account layer in between.

- Delivered UX/UI product design for early-stage startups and small independent businesses, from discovery and user flows through high-fidelity UI and engineering handoff, presenting rationale directly to decision-makers.
- Design partner to ViuCine and other independent video editors, covering multimedia and video design alongside product work.
- Shipped production interfaces without an engineering queue by designing and building directly in no-code and low-code tools (Framer, Webflow).

Product Designer

Feb 2025 – May 2025 · 4 mos

Uitify · Contract

Palo Alto, California, Estados Unidos · Remote

Product design agency. Designed a data platform connecting ML teams to expert human labelling, evaluation, and red-teaming.

- Designed the labeling project setup flow from a written process specification, structuring it as a describe → draft → review loop where the model drafts the configuration from the customer's own brief and the expert reviews and corrects it, rather than as a long linear form.
- Kept the structured configuration as the review surface behind the prompt, so every AI-drafted field stayed traceable to the sentence that produced it, and power users and procurement kept field-level control.
- Designed a paid pilot batch as a checkpoint before the full run, so a misconfigured project would surface at small scale instead of after thousands of items.
- Delivered the flow as high-fidelity screens and handoff documentation for the client's engineering team.

User Interface Designer

Jan 2023 – Apr 2023 · 4 mos

Porto Digital · Contract

Recife, Pernambuco, Brazil · On-site

Porto Digital (NGPD) is the non-profit organisation that manages Brazil's largest urban technology park under a management contract with the state government of Pernambuco. Engaged on a four-month, fixed-scope contract to design a product for architects and urban planners in the city of Recife.

- Designed the product end-to-end alongside a research-focused designer, owning UI and interaction decisions while she led the research track.
- Worked directly with three architects who acted as both client stakeholders and primary users, running usability tests and feedback rounds with them throughout the project and incorporating their input into each iteration.
- Made UI decisions to keep the project deliverable within a fixed four-month scope, adopting Material Design rather than building a system from scratch, chosen for the engineering team's existing familiarity with it and its component coverage.
- Structured complex, requirement-heavy urban data, including planning regulation and licensing, into screens that stayed legible and intuitive, with map visualization layering data over specific areas of the city.
- Validated design decisions against technical feasibility with development throughout, given the project's highly specific requirements.
- Streamlined project timelines, achieving on-time delivery of complex urban data interfaces within four months by implementing agile methodologies.

UX/UI Designer

Jun 2021 – May 2022 · 1 yr

Encora Inc. · Full-time

Remote

Global technology services company. Embedded with distributed product teams.

- Designed internal products for two large international clients, a UK telecommunications company and a Brazilian logistics company, covering requirements gathering, wireframing, and prototyping through high-fidelity visual design and developer-ready specifications.
- Gathered requirements directly from stakeholders, designed solutions for the problems their internal teams faced, then presented those solutions back and iterated on the feedback.
- Built within each client's existing design system, working alongside other designers on both engagements.

Designer

Feb 2021 – Jun 2021 · 5 mos

Sistema FIEPE · Internship

Recife, Pernambuco, Brazil

At Sistema FIEPE, I contributed to designing social media content and producing video recordings and edits to support the organization's communication efforts.

- Created visual content for social media campaigns to increase audience engagement, using Adobe Photoshop and Illustrator for graphic design and branding consistency.

- Recorded and edited videos using Adobe Premiere Pro to enhance digital communication.
- Managed multiple tasks effectively to meet deadlines and project requirements.

EDUCATION

Bachelor's in Design — CESAR School, Recife, Brazil

SKILLS

Design: competitive benchmarking, configuration UX, dense-interface UI, data visualization, design systems, information architecture, interaction design, permissions and multi-role access, responsive design, usability testing, user flows, UX research, wireframing

Delivery: cross-functional collaboration, design QA against intent and design system, engineering handoff, iterative delivery, stakeholder presentation, technical feasibility review, written specification

Tools: Figma (expert: auto layout, components, variants, design system architecture), Framer, Webflow, HTML/CSS/JavaScript, After Effects, Premiere Pro, Material Design

Languages: English (fluent), Portuguese (native), Spanish (working), Japanese (conversational)