

Veronica Farias

Senior Product Designer

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SUMMARY

Senior Product Designer with nearly 10 years of experience across fintech, mobility, telecom, and loyalty platforms. Owns projects end-to-end from research and problem definition through delivery, with a track record of translating complex systems into clear, usable products. Built component libraries that scaled across design teams and reduced structural rework. Used to working fully remote with international clients and cross-functional teams.

EXPERIENCE

Fjord, part of Accenture – Rio de Janeiro, Brazil (Dec 2018 – Present)

Senior Product Designer

DirectTV (2026 – Present)

- Acting as design tech lead on the redesign of MiDIRECTV, a self-service app serving clients across 6 countries in Latin America, with the primary goal of reducing support contact volume: over 1.9 million IVR interactions recorded over 3 months.
- Responsible for all design decisions: rebuilt the visual language, designed a new component library from scratch, and Integrated a new chatbot into the app, a key part of the strategy to reduce support contact volume.
- Leading structured design reviews and providing ongoing feedback to junior and mid-level designers.

MTA – Metropolitan Transportation Authority (2025)

- Redesigned an AI-powered employee learning portal for the New York Metropolitan Transportation Authority, simplifying complex workflows to make the product accessible to non-technical users.
- Created the visual identity for the portal and built a component library. Worked within a fully international team.

Volkswagen – My VW App (2024 – 2025)

- Acted as design tech lead with full ownership of design decisions and direct contact with client stakeholders across the engagement. Mentored and reviewed the work of junior and mid-level designers throughout the project.
- Redesigned multiple screens and flows, including home, service scheduling, and main navigation. The homepage redesign consolidated 13 features previously buried in a card carousel into a vehicle-status dashboard, separating service information from promotional offers, all based directly on user research and usability testing findings.
- Built a component library from scratch covering 23 categories, 345 components across 205 flows, with over 34,000 insertions across project files. Became the single shared foundation across all teams working on the product, internal and external.
- Created an Experience Map in Figma covering every screen and flow in the app, adopted as a shared reference by client stakeholders, developers, PMs, and designers across internal and external teams.
- Redesigned the service scheduling flow, the app's most-used feature, reducing the steps from 11 to 7 and restructuring the additional services step (balancing, car wash, and similar) from a hidden option into a required stage of the flow, increasing visibility for all users completing a booking.

Santander (2023)

- Designed the vision for a financial management platform serving large enterprises, translating operational complexity into an intuitive end-to-end journey.

CELESC – Brazilian energy distributor (2022)

- Redesigned the homepage and logged-in areas of the client portal serving over 3 million consumers in southern Brazil, covering consumption history, bill payment, new connections, ownership transfer, and explanation of the new billing model.

Agro Bayer (2021 – 2022)

- Executed the redesign of Impulso Bayer, a relationship and loyalty portal connecting Bayer with rural producers across Brazil.

Smiles / GOL Airlines Loyalty Program (2020 – 2021)

- Responsive redesign of Smiles, GOL Airlines' loyalty platform where members book flights and redeem miles for travel and products, with over 10 million members and 5 million monthly sessions on the web portal. The platform was visually outdated, the homepage cluttered, and key features hard to find.
- Modernized the interface, translated new brand guidelines into digital, and restructured the product architecture. Before the redesign, access to complementary products sat at 2%, creating a direct business opportunity for any improvement in visibility.
- The component library built during this project became the foundation for the company's design system, still used across the platform today.

Oi Telecom (2019 – 2020)

- Designed a new app for field sales representatives, redesigned the corporate plan acquisition flow, and rebuilt the combo configurator and billing area.

GRITO.cc – Rio de Janeiro, Brazil (May 2018 – Dec 2018)

Junior Product Designer

- TIM Telecom: designed and evolved the Meu TIM app across multiple platforms and delivered a responsive web experience.

Hitsy Design & Estratégia – Rio de Janeiro, Brazil (Oct 2016 – Jan 2018)

UI Design Intern

- Responsive layout design and WordPress website creation and maintenance.

Wine Awesomeness – New York City, USA (May 2016 – Aug 2016)

UI Design Intern

- Supported eCommerce development and email marketing campaigns for a US-based direct-to-consumer brand.

EDUCATION

Escola Superior de Desenho Industrial – Rio de Janeiro State University (ESDI/UERJ) (2012 – 2018)

Bachelor's in Graphic and Industrial Design

St. John's University – New York City, USA (2015 – 2016)

International exchange with full scholarship, Science Without Borders (Brazilian Government Program)

CERTIFICATES

- **Artificial Intelligence in the Design Process** – Møre Design (Apr 2026)
- **Data-Driven Design** – TheStarter (Oct – Nov 2025)
- **Exploratory Research** – Aprender Design (Apr 2022)
- **Behavioral Design** – Aprender Design (Jun 2021)

SKILLS

Product Design: UI & Visual Design, Interaction Design, Information Architecture, Responsive & Mobile-first Design, UX Research, Usability Testing, Component Libraries, Design Systems, Accessibility Standards

Tools & Technical: Figma (advanced prototyping), ProtoPie, HTML/CSS, Claude, Figma Make, Figma MCP

LANGUAGES

English – Fluent/Professional Proficiency

Portuguese – Native