

Victoria Pytel

Product Designer

Based in Sao Paulo, Brazil

Open to relocation

Portfolio: victoriapytel.com

LinkedIn: linkedin.com/in/victoriapytel/

Brazilian and Lithuanian, with 10 years of design experience, passionate about creating better experiences for **people**. I focus on practical, user-centered solutions that solve real problems and deliver measurable results.

Currently based in Brazil, but fully prepared for relocation. **No visa sponsorship or relocation assistance needed.**

WORK EXPERIENCE

Senior Product Designer

Itaú Unibanco | Payments

May 2025 - Current

Shaping payment experiences at Itaú, Latin America's largest bank. I work at the intersection of user needs, business goals, and technical constraints. Conducting discovery, research, and validation while working closely with cross-functional teams to ship solutions that actually make a difference.

Most notably, I led the redesign of the Pay Area: a strategic initiative to centralize payment journeys, reduce friction, and give customers a simpler way to manage their financial commitments.

Product Designer

Itaú Unibanco | Corporate Cards

May 2024 - May 2025

Redesigned the corporate card onboarding experience by cutting complexity and improving usability, delivering a faster and more efficient process for large companies.

- Streamlined onboarding by shortening the process from 11 to **4 steps**.
- The average proposal completion time dropped from 12 days to **1 day**.
- Boosted completion rates from 67% to **89%**, contributing to a **10% growth** in the IPP Target OKR.

Product Design Instructor

Cubos Academy

Nov 2022 - Apr 2024

Instructed individuals on UX processes and UI theories, sharing best practices and practical insights. Guided them in addressing user pain points and market challenges, equipping them for real-world applications.

- Guided a diverse group of **50 beginner and intermediate-level** students through product design theory and practice.

Senior Product Designer

PicPay | Shop

Dec 2022 - Apr 2024

Led design improvements that generated over R\$3 million in annual revenue. Created high-fidelity prototypes in Figma and aligned design strategies with stakeholders through collaborative workshops.

- Led user research and usability tests, uncovering key pain points and opportunities that drove a **25% increase** in revenue and a **46% TPV boost**.

Product Designer

PicPay | Cards

Aug 2021 - Dec 2022

Designed the user experience and interface for PicPay Card, **used by 7.5 million people**. Led the product development process from idea to launch, conducting research and monitoring key business and user satisfaction metrics. Facilitated co-creation with stakeholders and delivered navigation flows, UI designs, and prototypes following accessibility standards.

Product Designer

BRQ Digital Solutions

Apr 2020 - Aug 2021

Led the design of key projects at Itaú Unibanco, including the Instant Payment (Pix), **used by 71 million people in Brazil**. Conducted in-depth research and testing with clients to gather insights and enhance digital interactions.

EDUCATION

MBA in Leadership & Digital Product Strategy

Tera

2025 - 2026

Bachelor in Design & Visual Communication

ESPM | Escola Superior de Propaganda e Marketing

2014 - 2017

COURSES & CERTIFICATIONS

User Experience Design

FIAP

2021

UX Design

Design Circuit

2020

SKILLS

- ✓ Generative AI | AI-assisted Design | Prompting
- ✓ Mobile Design | Web Design | Web App Design
- ✓ Design Process | User Experience | User Interface Design
- ✓ Wireframing | Prototyping | User Flows | Usability Testing
- ✓ Native Portuguese & fluent in English
- ✓ Strong collaboration with developers
- ✓ End-to-end experiences | Product Strategy | Data-driven Design

TOOLS

- Figma | Figma Make
- Claude Code | Claude Design
- Google Stitch | Lovable
- HTML/CSS
- Sketch | Adobe XD
- Adobe Photoshop
- Miro | Jira | Notion
- Databricks | Fullstory
- Google Analytics