

victoria.

product designer

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Passionate about creating better experiences for **users** **people**.

Currently based in Portugal

Lithuanian & Brazilian

oi@victoriapytel.com

Portfolio

victoriapytel.com

To access all projects, please send me a message on LinkedIn

Education

Escola Superior de Propaganda e Marketing

2014 - 2017

Bachelor in Design & Visual Communication

Abilities

End-to-end Product Design, User Research, User & Task Flows, Storyboarding & Wireframing, Prototyping, Branding

Skills

Figma, Sketch, Maze, Miro, HTML & CSS, Photoshop, Illustrator, Databricks, Mixpanel, Houston

Languages

Portuguese - Native
English - Professional proficiency
Spanish - Elementary proficiency

Experience

Itaú Unibanco

Customer Experience Designer

May 2024 - Current

Led a project at Itaú Unibanco to enhance experiences for an internal team focused on the acquisition of corporate cards for large-scale enterprises. Collaborated with the product team on feature prioritization, contributing to shaping the overall product strategy. Conducted thorough user research and data analysis to inform design decisions and improvements. Played a key role in expanding the user base of the tool from 12 initial users to over 700. Collaborated closely with cross-functional teams, including stakeholders, back-office team and devs.

Cubos Academy

Product Design Instructor

Nov 2022 - Apr 2024

Guided a diverse group of 50 beginner and intermediate students through Product Design theory and practice. Delivered presentations on UX processes and deliverables, and UI theories and best practices. Introduced and explained the Double Diamond methodology, highlighting its application and outcomes. Introduced new concepts and approaches in addressing user pains and solutions to familiarize and prepare students for market challenges.

PicPay

- **Senior Product Designer**

Dec 2022 - Apr 2024

Generated over R\$ 3 million in annual revenue through initiatives. Led strategic improvements in the PicPay Shop experience, driving significant user engagement growth. Conducted interviews and usability tests to inform and implement high-impact changes. Achieved a 25% increase in global revenue and an 86% boost in TPV. Collaborated closely with development teams and stakeholders to deliver effective and optimized solutions.

- **Product Designer**

Aug 2021 - Dec 2022

Designed the user experience and interface for PicPay Card, used by 7.5 million users. Oversaw the entire product development process from conception to launch. Facilitated co-creation sessions with stakeholders. Conducted both qualitative and quantitative user research. Monitored business metrics and user satisfaction levels. Created navigation flows, user interface designs, and high-fidelity prototypes with design systems and accessibility guidelines applied.

BRQ Digital Solutions @ Itaú Unibanco

Product Designer

Apr 2020 - Aug 2021

Led the design of key projects at Itaú Unibanco, including the Instant Payment (Pix) initiative, crafting microinteractions and ensuring a consistent user experience across digital platforms. Conducted in-depth research and testing with clients, gathering critical insights to inform design decisions and optimize digital interactions.

Jüssi

Art Director

Jul 2019 - Feb 2020

Developed key visuals for Whirlpool Corporation campaigns, specifically for the Consul and Compra Certa brands. I was responsible for creating content for email marketing and various social media platforms.