

Vivian Ribeiro

Product Designer

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SUMMARY

I'm a Product Designer with over 4 years of experience turning complex problems into simple, user-friendly solutions. I've worked in B2B and startup environments, leading end-to-end design in agile squads and collaborating closely with product, engineering, and business teams.

I'm experienced in designing scalable systems, aligning UX with strategy, and using data and research to guide decisions. My day-to-day is grounded in Figma and prototyping tools, with a strong interest in improving workflows, promoting design culture, and delivering meaningful user experiences.

SKILLS

Proficient: UX Research, UI Design, Prototyping, Wireframing, Cross-platform Design, Design Systems, B2B Platforms, Agile, Strategic Thinking, Data-Driven Design, Miro, Maze, Hotjar, Figma

Intermediate: Google Analytics, Monday, Notion, Sharepoint

Beginner: Looker Studio (data visualization), AI tools

PROFESSIONAL EXPERIENCE

Product Designer

Juntos Somos Mais, São Paulo, BR – Remote

12/2022 - Present

Core Responsibilities:

- Led end-to-end design of promotional and monetization features (e.g., coupons, upsell, cross-sell) across web and mobile platforms.
- Simplified complex mechanics through modular UX flows, improving usability and discoverability.
- Contributed to the design system in Figma, ensuring scalability, accessibility, and consistency.
- Collaborated cross-functionally with PMs, engineers, and analysts to define experiments and track success metrics.
- Conducted usability tests and analyzed behavioral data with Hotjar, GA, and Maze to validate decisions.
- Influenced product direction through strategic UX thinking and active participation in rituals and GTM.

Key Technologies and Tools: B2B SaaS, Agile, Figma, Google Analytics, Hotjar, Maze

Product Designer

Cubos Tecnologia (allocated to Zig – global funtech), Salvador, BR - Remote

03/2021 to 12/2022

Core Responsibilities:

- Designed a 360° digital platform for cashless payments at live events (prepaid wristbands, transactions, and onboarding).
- Delivered high-fidelity flows and UI for vendor and customer journeys on mobile and web.
- Conducted research and usability testing; improved flows for better conversion and clarity.
- Collaborated with engineering teams and contributed to the evolution of the design system.

Key Technologies and Tools: Figma, Design System, Agile, User Research, Usability Testing

Product Designer

Cubos Academy, Salvador, BR – Remote

12/2020 to 03/2021

Core Responsibilities:

- Led design of platforms from discovery to delivery, including research, wireframes, and final UI.
- Participated in client meetings, workshops, and requirement gathering sessions.
- Designed platforms for civic engagement (Councilman André Fraga) and wellness (Lunar Mandala).

Key Technologies and Tools: Figma, UX Research, Wireframing, UI Design, Client Workshops

EDUCATION

Bachelor of Architecture and Urbanismo

Salvador University (UNIFACS), Bahia, Brazil

01/2012 to 12/2016

- **Relevant coursework:** Ergonomics and Human-Centered Design, Visual Perception and Aesthetics, Graphic Representation and Architectural Design
- **Bachelor Thesis:** Architectural Design of a Robotics Research and Education Institute.

CERTIFICATES/COURSES

UX/UI Design, Cubos Academy, Brazil

September/2020

Design Thinking – The foundational skills and mindset, Ideo, USA

October/2020

Prototyping with Figma, How Bootcamps, Brazil

March/2021

Information Architecture and Usability, Product Arena, Brazil

March/2021

Design Ops Strategy, Design Ops Lab, Brazil

December/2023

IA Boost Lab, Design Boost, Brazil

August/2025

LANGUAGES

Portuguese: Native

English: B2 (Upper-Intermediate)