Victor Oliveira Franco

Product Designer · Design Systems · DesignOps · GenAI

São Paulo, Brazil | +55 11 91121-0426 | contato@victorfranco.com.br | victorfranco.com.br | linkedin.com/in/oovictorfranco

SUMMARY

I've been a Product Designer for over 9 years, 6 of them focused on product. At KaBuM! (Magazine Luiza Group) I founded DS.Sensei, the company's Design System, and I lead the design of Monte seu PC. I also built Doc Generator, a Figma plugin that now writes handoff documentation for the whole team. I wrote the spec and implemented it with Claude Code, and that's how I take an idea from problem to working prototype without waiting on an engineering queue. I prototype and implement in React/TypeScript whenever that shortens the conversation with the team.

EXPERIENCE

Product Designer · KaBuM! (Grupo Magazine Luiza) May 2022 – present

- I built the **DS.Sensei Doc Generator** with Claude Code and the Gemini API, a Figma plugin that reads the component and writes handoff documentation across 11 sections, covering states, tokens, constraints, acceptance criteria and accessibility. I wrote the spec, implemented it on the Figma API and shipped the MVP in one day. It became the handoff standard for the company's designers and gave back most of the time manual documentation used to consume. [view case]
- I founded and maintain **DS.Sensei**: component library, tokens, accessibility documentation and contribution governance, serving 6 product designers across multiple domains. It grew out of the Design System I created for **KaBuM!GG**, a tournament platform and gaming storefront I led the design of, and the company's first structured DS. [view case]
- I lead the end-to-end design of **Monte seu PC** (Build Your PC), a configurator that resolves compatibility inside a catalog of over 20,000 SKUs and processes hundreds of builds per day. I go from user research to prototype validation with stakeholders and engineering. The gamification layer of the journey is mine too: dynamic progress, visual feedback and reward mechanics.
- I conceived and delivered in 24 hours the PoC of a conversational assistant that recommends upgrade parts and full PCs over WhatsApp, drawing on the store's real catalog of roughly 600 parts and 200 prebuilt setups. It ran on a live number, with Gemini function calling on a Node/TypeScript server. I wrote the system prompt and the rules for tone and scope, instrumented token consumption to project operating cost, and put the assistant through a battery of prompt injection tests.
- I run continuous research with quantitative surveys, usability tests and A/B tests on flows serving tens of thousands of users, feeding the roadmap with new features and the retirement of low-engagement flows.
- I embedded WCAG 2.2 AA, APCA, keyboard navigation and ARIA into the documentation generator template, so every component reaches the developer with accessibility criteria already defined.

Art Director · All Set Comunicação Feb 2022 – May 2022

- I created key visuals plus static and animated assets for high-traffic digital campaigns for Nestlé (Empório Nestlé, Vem de Bolo) and BRF Ingredients, keeping the brand consistent across touchpoints.
- I structured Nestlé Brazil's email marketing flows and produced the visual assets for B2B portals and sales representatives.

Product Designer · WA Project Consultoria Oct 2019 – Feb 2022

- I built **PepsiCo**'s corporate platform during the pandemic, covering home office equipment pickup scheduling and employee communication. I evolved the product when offices reopened into desk booking, access control, vaccination tracking and fleet vehicle sales, until it became the standard office app.
- I designed the **Forbes Under 30 Brazil** registration and promotion platform from scratch, defining the candidate experience directly with Forbes stakeholders. Parts of the interface stayed in use in later editions.
- I designed **Motorola**'s digital launch ecosystem, with an app embedded on the devices, control and tracking software for mall kiosk activations, and a web platform supporting point of sale.
- I delivered **Hospital Sírio Libanês**'s online events platform for physicians, prioritizing usability for a medical audience that wasn't technical.

- I negotiated scope directly with C-level executives at Panini, ArcelorMittal and InstaCarro, turning business requirements into high-fidelity prototypes.

Earlier experience

Jan 2017 – Oct 2019

- **2t's Agency** · Web Designer (Jul 2017 – Oct 2019). I designed and implemented the front-end of B2C pharmaceutical launches (Eurofarma, Blanver) and built interactive presentation tools for sales teams on the IQVIA and Tabmedia platforms.
- **Urca Design** · Designer (Jan 2017 – Jul 2017). I created visual identities, prototypes and the front-end of websites for the real estate sector.

PERSONAL PROJECTS

WeAchieve.Games · 2025 · solo product, from idea to deploy
I built the platform that unifies achievements from PlayStation, Steam, Xbox, Nintendo Switch and Epic Games into a single dashboard, with credentials protected by AES-256-GCM encryption. I designed, specified and implemented it alone in Next.js, React, TypeScript, Tailwind and Firebase.

Personal portfolio · victorfranco.com.br
I developed this bilingual site in Portuguese and English with language switching that never changes the URL, light and dark themes and accessibility implemented end to end, including APCA, ARIA, *prefers-reduced-motion*, high contrast and font size control. Astro 5, Tailwind v4, GSAP, Neon Postgres, custom admin panel and deployment on Vercel.

EDUCATION

Technology Degree in Product Design · Universidade Anhembi Morumbi · Mar 2025 – Apr 2027 (in progress)

SKILLS

Applied AI and GenAI: generative AI applied to product, prompt engineering, specification for assisted implementation (Claude Code), LLM integration into internal tooling and conversational assistants (Gemini API, function calling), prompt injection evaluation, inference cost analysis, Figma MCP, design process and technical documentation automation.

Design Systems and DesignOps: DS foundation and governance, tokens, component library, handoff documentation, accessibility (WCAG 2.2 AA, APCA, ARIA, keyboard navigation).

Product and research: Product Design, UX/UI Design, product strategy, qualitative and quantitative UX research, A/B testing, usability testing, surveys, funnel analysis, information architecture, interaction design, gamification, UX writing.

E-commerce: product configurator, PDP, large-scale catalog, purchase journey, engagement and average order value, promotional campaigns.

Tools: advanced Figma (Variables, Modes, Advanced Prototyping, MCP, Figma API para plugins), Adobe CC, Maze, Hotjar, Google Analytics, Looker Studio, Notion, Jira, Confluence.

Technology: HTML5, CSS3/SCSS, JavaScript, TypeScript, React, Next.js, Astro, Tailwind, Firebase, Git/GitHub.

LANGUAGES

Portuguese · native · **English** · advanced