

Victor Oliveira Franco

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 7+ years of experience in digital design and 3+ years focused on product, working in high-scale e-commerce and consulting for global brands. At KaBuM! (Magalu Group), I lead the design of the “Build Your PC” configurator and founded the Design System that now serves multiple product squads. Hybrid profile: I combine strategic UX vision with a technical foundation in React/TypeScript, which accelerates communication with engineering and reduces handoff rework. Seeking senior-level opportunities at large-scale product companies.

PROFESSIONAL EXPERIENCE

Product Designer May 2022 – Present

KaBuM! (Magazine Luiza Group) | Remote

Latin America's largest technology and gaming e-commerce platform, with millions of monthly visitors and 20,000+ active SKUs.

- End-to-end design leadership of “Build Your PC” (Monte seu PC), an intelligent configurator processing hundreds of daily builds and accounting for a significant share of the platform’s order volume. I own the full cycle from user research through prototype validation with stakeholders and engineering.
- Founded and maintain DS.Sensei (Design System), establishing component standards, design tokens, accessibility documentation, and usage governance for the design team. The system serves multiple product squads and has reduced visual inconsistencies across deliverables.
- Run user research cycles (quantitative surveys and usability tests) to guide product decisions. Research findings have directly influenced the roadmap, including new feature additions and the deprecation of low-engagement flows.
- Led gamification mechanics applied to the PC-building journey: dynamic progress bars, visual feedback, and reward systems that contributed to increased engagement and average order value during campaigns.
- Ongoing collaboration with engineering squads (React) and product, ensuring parity between Figma design tokens and production components, along with documentation meeting accessibility standards (APCA, keyboard navigation, ARIA).

Product Designer Oct 2019 – Feb 2022

WA Project Consultoria | Remote

Digital transformation consultancy with 30+ professionals, serving major national and international companies.

- Forbes Under 30 Brazil: designed the candidate registration platform and results page, working directly with Forbes stakeholders. Interface elements I created remained in use across subsequent editions of the award.
- Motorola: designed the digital launch ecosystem for a smartphone line — on-device app with tips and features, control and tracking software for activations at premium shopping mall kiosks, and a web platform supporting point-of-sale operations.
- PepsiCo: designed the corporate platform for logistics management during the pandemic (equipment distribution, scheduling, internal communications) that evolved into the standard office operations app upon return (desk booking, access control, vaccination tracking, fleet vehicle sales).
- Hospital Sírio Libanês: developed a platform for tracking an online medical event, prioritizing usability for a non-technical audience.
- InstaCarro: played a key role in the B2B application’s design evolution, improving the user experience before the transition to an in-house design team hired via consultancy.
- Direct negotiation with C-level executives from clients such as Panini, ArcelorMittal, and InstaCarro, translating business requirements into design scope and high-fidelity prototypes.

Art Director Feb 2022 – May 2022

All Set Comunicação | Hybrid

B Corp agency with 170+ people operating embedded creative teams within large corporations.

- Created key visuals and static/animated assets for high-traffic digital campaigns for Nestlé (Empório Nestlé, Vem de Bolo) and BRF Ingredients.
- Developed strategic email marketing workflows for Nestlé Brazil and visual materials for B2B portals.

UI Designer May 2021 – Aug 2021

Quantk Digital | Remote

- High-fidelity prototyping for legacy interface modernization in aviation (ABAG) and food (Vigor) sectors. Focus on responsive design and modern usability standards.

Web Designer Jul 2017 – Oct 2019

2t's Agency | On-site

São Paulo boutique agency focused on pharmaceutical and healthcare marketing.

- Design and front-end development of interfaces for B2C pharmaceutical product launches (Eurofarma, Blanver), including interactive sales presentation tools on IQVIA and Tabmedia platforms.
- Graphic and digital assets for social media, animated banners, and B2B/B2C email marketing workflows.

Designer Jan 2017 – Jul 2017

Urca Design | On-site

- Visual identity and advertising development (online and offline) for the real estate sector, including prototyping and front-end development of websites.

Career Transition Jun 2016 – Jan 2017

Self-directed Immersion | São Paulo

- Planned career break for a self-directed immersion into digital design. Intensive study of Adobe Photoshop, Illustrator, HTML, CSS, and JavaScript — building the technical foundation that enabled the transition and is reflected today in my hybrid designer + front-end profile.

Technical Assistant Jul 2014 – Jun 2016

Apple Premium Reseller (iPlace) | On-site

- Specialized technical support for Apple devices, diagnosing and resolving hardware and software issues directly with end users. Two years on the front line built strong user empathy and the ability to translate complex technical problems into accessible language — skills I apply daily as a Product Designer.

Sales Consultant Dec 2013 – Jul 2014

Apple Premium Reseller (iPlace) | On-site

- Sales consulting focused on identifying customer needs and matching them with the right Apple products. Formative experience in communication, value articulation, and understanding how product presentation shapes user perception and decision-making.

Editorial Assistant Sep 2012 – Nov 2013

Conteúdo Comunicação | On-site

- Media monitoring and strategic reporting on client presence and impact across communication channels.

PERSONAL PROJECTS

WeAchieve.Games 2025

Web Platform | Solo project

- Platform unifying gaming achievements across 5 platforms (PlayStation, Steam, Xbox, Nintendo Switch, Epic Games) into a single dashboard. Stack: Next.js, React, TypeScript, Tailwind CSS, Firebase, and AES-256-GCM encryption. Demonstrates end-to-end product capability: from conception and design through complete technical implementation.

TECHNICAL SKILLS

Design & Strategy: UX/UI Design, UX Research (qualitative and quantitative), Design Systems, Prototyping (low and high fidelity), Information Architecture, Interaction Design, Gamification, Product Strategy, Accessibility (APCA, ARIA, keyboard navigation).

Tools: Figma (advanced — Variables, Modes, Advanced Prototyping), Adobe Creative Suite, Maze, Hotjar, Google Analytics, Google Looker Studio, Notion, Jira, Confluence.

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

Soft Skills: Stakeholder and C-level communication, cross-functional collaboration, Design System management, process documentation, strategic thinking.

EDUCATION

Associate Degree in Product Design Mar 2025 – Apr 2027 (in progress)

Universidade Anhembi Morumbi

Bachelor's in Design and Visual Communication Feb 2021 – Jun 2024 (discontinued)

Centro Universitário Senac — Foundations in graphic design, typography, color theory, and visual communication.

LANGUAGES

Portuguese: Native

English: Intermediate (technical reading and writing; documentation and research)