VITÓRIA SIMON

Product Designer · Design Systems & UX Research

Porto Alegre, RS, Brazil · +55 (51) 99616-5058 · vitoriaasimon@gmail.com · linkedin.com/in/vitoriasimon · Portfolio

SUMMARY

Product Designer with 6 years of experience, specialized in Design Systems and user research for complex products — from healthcare platforms to financial services. Currently at Unimed Porto Alegre, I lead the development of the corporate Design System and build systems used daily by physicians and patients. My work spans discovery, research, user flows, prototyping, usability testing, Design Systems, and delivery, in close collaboration with Product, Business, and Engineering.

PROFESSIONAL EXPERIENCE

Senior Product Designer — Unimed Porto Alegre | GX2 *Oct 2025 – present*

- Built the Therapeutic Registration System (TRS) end-to-end — a platform integrating clinical journeys, auditing, regulation, and corporate systems for the care of children with Autism Spectrum Disorder (ASD), from intake to session-by-session progress reporting.
- Managed the SRT product's evolution — pilot across roughly 28 clinics, with a scalability plan of up to 30x defined for upcoming phases — coordinating Engineering, Architecture, Operations, Audit, and Business, and prioritizing scale, security, access control, and system interoperability.
- Built the SRT audit flow, which contributed to an initiative that exceeded its R$ 3 million financial target, including R$ 47K saved in September 2026 alone.
- Leading development of Unimed's corporate Design System: 500+ tokens restructured and 40+ components built, with handoff documentation for implementation in OutSystems and React.
- Led discovery for the 2026 Member Experience initiative: conducted 56 in-person interviews with doctors at their practices, designed talks and workshops for 30+ participants, built hypothesis matrices, and mapped the full as-is/to-be journey of the portals supporting medical work at Unimed — enabling the business case for the project's 2027 rollout.
- Built the CMS Backoffice for internal announcement publishing to medical members — completed, pending launch.
- Structured TRS event tracking (Mixpanel, GTM, and GA4) for usage and outcome metrics monitoring.

Product Designer — Clinia *Sep 2024 – Oct 2025 · 1 yr 2 mos*

- Led development of the AI agent workflow shaping interaction between the platform and clinic patients, structuring prompts, automations, and business rules to scale service capacity.
- Designed wireframes, UI, and high-fidelity prototypes for the clinic-facing desktop platform.
- Built and evolved the Design System in Figma, with full documentation in Zeroheight.
- Conducted user research (interviews, A/B tests, usability tests, and shadowing) and analyzed UX metrics to guide product decisions.
- Documented tasks and validation hypotheses in Jira, formalizing handoff to development teams.

UX Designer — Bem Promotora | ilegra *Nov 2021 – Sep 2024 · 2 yrs 11 mos*

- Mapped and redesigned user flows across web and mobile platforms, evolving and maintaining the company's Design System.
- Conducted user research and usability testing to inform design decisions, documenting handoff for development teams.
- Facilitated workshops and collaborative design sessions with cross-functional teams.
- Analyzed UX metrics and indicators to guide product priorities.

UX Designer — Banrisul | ilegra *Apr 2024 – Jun 2024 · 3 mos*

- As the sole UX Designer responsible for Banrisul's payroll-deductible credit platform, led the project end-to-end, from requirements gathering through handoff.
- Conducted in-person research at Banrisul branches with retirees and INSS pensioners (interviews and usability testing), informing navigation and information architecture decisions.

— Built the project's Design System by reusing components already validated at Bem Promotora, cutting the estimated development cycle from 180 to 60 days — roughly 3x faster.

UX Designer — Sabemi | ilegra *Nov 2021 – Dec 2021 · 2 mos*

— Mapped the end-to-end journey of delinquent customers and built service blueprints to identify friction points and improvement opportunities.

— Proposed improvements to transactional communications (emails and relationship cadence) and analyzed past-due customer behavior to support retention and reactivation strategies.

Project Director — ESPM Social *Jun 2020 – Feb 2022 · 1 yr 9 mos*

— Led social-impact projects for NGOs and nonprofit organizations, managing timelines and teams and supporting marketing and communication strategies.

Marketing & Art Director — Co.De – ESPM Jr. Agency *Feb 2020 – Jun 2021 · 1 yr 4 mos*

— Coordinated branding and marketing projects and developed visual concepts and advertising campaigns for brands such as Vida Farmácias and Kibon.

Social Media & Designer — Winning by MKT *Feb 2021 – Jun 2021 · 5 mos*

— Produced visual content for social media for 25+ clients across different industries, using Adobe Illustrator and Photoshop.

EDUCATION

Product Design — B.A. — UFRGS | Federal University of Rio Grande do Sul *2022 – 2027*

Visual Arts — B.A. — Anhanguera Educacional *2023 – 2025*

Visual Design & Communication — B.A. — ESPM *2020 – 2022*

SKILLS

UX research & discovery: User interviews, Usability testing, A/B testing, Hypothesis building & validation, Research matrices, Metrics & session-recording analysis, Heatmaps

Design & product: Design Systems, UI design (desktop & mobile), Prototyping, Documentation & handoff, Agile methodologies, Cursor

Design & research tools: Figma, Zeroheight, Storybook, Maze, Dribbble, Dovetail, HeyMarvin, Adobe Creative Suite, Miro, Mural

Analytics & tracking: Google Analytics (GA4), Google Tag Manager, Mixpanel, Hotjar, Clarity

Project management & handoff: Jira, Azure DevOps

AI tools: Perplexity, Claude, ChatGPT, Copilot, Gemini, NotebookLM, Gamma, Manus

Coding literacy: CSS, HTML, OutSystems

LANGUAGES

Portuguese (native) · English (fluent, C1) · Spanish (intermediate, B1)