VIRGINIA HENRIQUE

Product Designer • UX/UI
São Paulo, Brazil
Email: virggh@outlook.com • Phone: +55 (11) 98566-3150
Portfolio: www.virginiahenrique.com
LinkedIn: linkedin.com/in/virginiahenrique

PROFESSIONAL SUMMARY

Product Designer with experience working on complex digital products across financial, B2B, and automotive sectors. I translate unclear or challenging problems into simple, functional experiences. My work blends research, data, and rapid prototyping to guide strategic decisions. I collaborate closely with engineering and product teams, always focusing on clarity, user needs, and measurable impact.

CORE SKILLS

- Simplification of complex journeys
- Prototyping (low to high fidelity)
- User behavior and metrics analysis
- End-to-end journey mapping
- Clear documentation and efficient handoff
- Strong collaboration with engineering and product teams

PROFESSIONAL EXPERIENCE

Product Designer — Webmotors (Aug 2024 – Present)
I work in the PJ (business) division, which generates the highest revenue for Webmotors. I first contributed to the desktop Stock platform, improving flows and usability for dealership partners. Today, I focus on the PJ mobile app, where I own the core journeys with a mobile-first approach—creating flows, prototypes, and supporting research to evolve the product.

Product Designer — Arezzo&Co; (Feb 2024 – Jul 2024)
Worked on internal B2B systems and the digital ecosystem of Schutz. Created user flows, prototypes, and helped structure processes that improved efficiency and consistency across the team.

Product Designer — Itaú (Investments) (Jul 2022 – Jan 2024)
Contributed to Íon, focusing on Account and Onboarding areas. Participated directly in the redesign of the Íon Home and the investment aggregator, simplifying complex financial information and supporting decisions with data, testing, and user feedback.

Design Intern — Itaú (Investments) (Dec 2020 – Jun 2022)
Developed the internal onboarding experience for new hires and supported process improvements through research, usability testing, and workflow analysis.

EDUCATION

Bachelor in Industrial Design — Anhembi Morumbi University (2022–2025)
Bachelor in Biological Sciences — USJT (2015–2018)

COURSES & TOOLS

UI Design — EBAC
Product Design — Tera
UX — Awari
Excel VBA — Senac
English — Cultura Inglesa
Tools: Figma, Miro, Google Suite, Sketch