

Vinicius Duarte Silva

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SUMMARY

Senior Product Designer, 8+ years in B2B SaaS, fintech, logistics and healthtech. Designs AI products end to end in cross-functional teams, from user research to prototypes in Figma and in code with Claude Code.

WORK EXPERIENCE

Product Designer & Design Engineer, yoga 9am (yoga9am.com) · 06/2026 – Present

Web app aggregating class schedules from 19 studios in 7 cities across 4 countries, prototyped and shipped solo in code with Claude Code (Next.js, Tailwind CSS, Supabase, Vercel).

- Interviewed 5 students and teachers and found beginner/intermediate/advanced grading misdescribed classes; iterated with them into a 4-level intensity scale that auto-labels classes from all 19 studios.
- Established the operating process for AI coding agents: written rules for recurring failures, automated hooks, a delivery checklist and second-agent review of SQL changes, catching 4+ bugs before production.
- Raised mobile PageSpeed Performance from 79 to 96 and cut LCP from 4.1 s to 2.7 s by lazy-loading code and replacing two web font families with system fonts.
- Expanded coverage from 4 to 19 studios with connectors for 6 types of schedule source, including AI image recognition (Gemini) that reads class schedules from flyer images.
- Built accessibility into the design system: screened 5 brand color candidates for WCAG AA contrast and set standards for tap targets and input size, raising PageSpeed Accessibility from 94 to 100.

Senior Product Designer (Consultant), Andela · 06/2025 – 04/2026

US healthtech (confidential) · AI clinical triage platform to reduce unnecessary ER (emergency room) visits

- Designed a doctor-in-the-loop AI triage experience end to end: patients described symptoms by voice or text to a multi-agent AI; doctors reviewed its assessment with EHR (electronic health record) context.
- Kept the AI advisory in the doctor review flow, where doctors corrected the initial diagnosis, and designed an emergency path that directed patients with warning signs to emergency numbers.
- Worked with product managers and engineers to take the MVP (minimum viable product) live in 5 clinics.

Healthcare sales intelligence platform · B2B SaaS, enterprise clients including Johnson & Johnson and Sanofi

- Redesigned the core performance dashboard for sales leaders, reducing time-to-insight by about 18%.
- Created AI conversational flows recommending sales tactics to field reps from physician interactions.
- Built tokenized design system components and ran research with enterprise clients and data science.

Canadian real estate marketplace · Web & Mobile

- Reworked listing search end to end, contributing to a 16% lift in search-to-visit conversion.
- Designed AI-assisted listing creation that generated listing descriptions from property photos, cutting creation time and raising completion by 12%.

Senior UX Designer, Rivian · 02/2023 – 06/2025

- Designed a defect tracking and chargeback system from scratch for supplier defects behind production stoppages, cutting resolution time 60% in 90 days; 47% of suppliers had no repeat issues afterward.
- Interviewed engineers to map pain points, then worked side by side with product managers and developers to prototype and refine a data-heavy workflow within technical constraints.
- Led UX from discovery to handoff for the supply chain system for electric vehicle parts, covering procurement, packaging, quality and invoicing, and created reusable design system components and patterns.

Product Designer, Pagar.me (Stone Co.) · 04/2020 – 02/2023

B2B payment gateway and regulated banking platform for e-commerce and omnichannel merchants

- Replaced a rep-led sales funnel with self-service onboarding for receivables anticipation, a technical credit product with USD 9M MRR and 500k+ active users, raising conversion 3.94x and product revenue by 153%.
- Designed the KYC identity verification required by Brazil's Central Bank, iterating after launch to raise completion rate 357% in an A/B test. Led the design of business bill payments for the merchant wallet, cutting churn 12% in 90 days.
- Implemented a continuous research framework across 3 products (6 user interviews per week), independently planning usability tests and surveys.

EDUCATION

BSc, Science and Technology, Federal University of São Paulo

Statistical Reasoning, Stanford Lagunita · **Digital Skills: UX Design**, InVision · **Service Design**, IxDA