

E-MAIL:	vicente@wsdesign.ws	GENDER:	Male
LINKEDIN URL:	https://www.linkedin.com/in/vicentews/	AGE:	41
LOCATION:	Sao Paulo - SP		
WEBSITE:	wsdesign.ws		

SUMMARY: Creative designer and multidisciplinary professional with over 20 years of experience in branding, digital product design, and strategic visual solutions.

Specialized in building scalable digital products and outstanding brand identities for B2C and B2B markets. Proven track record leading projects for major brands across technology, entertainment, and lifestyle industries. Skilled at merging design, technology, and strategic thinking to create meaningful user experiences and strong market positioning.

SKILLS:**Product Design & UX**

- Visual Design
- UX/UI Design
- User-Centered Design
- Design Systems (Genoma UI, scalable systems)

Branding & Visual Identity

- Brand Identity and Logo design
- Visual Storytelling
- Art Direction
- Strategic Brand Positioning

Tools & Technologies

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Adobe XD)
- Figma, Figjam, Miro, Framer and low-code platforms
- AI (MidJourney, Firefly, Open AI and others)

Business & Strategic Thinking

- Design Strategy for B2C and B2B Products
 - Cross-Disciplinary Collaboration (Product, Engineering, Marketing)
 - Rapid Prototyping and MVP Design
-

EDUCATION:

EPA — Escola Panamericana de Arte e Design [View website](#)
Design for advertising — 2011

PM3 [View website](#)
Product Management — 2020

PROFESSIONAL EXPERIENCE

DataMill - Our Natural Resource is Data

<https://www.datamill.com.br/>

Job Title: **Senior Product Designer**

Period: Jan 2025 to Jun 2025 - 6 months

Description: Design and creative strategic leadership for product design and brand positioning

SBT - Sistema Brasileiro de Televisão

<https://mais.sbt.com.br/>

Job Title: **Senior Product Designer**

Period: Sep 2023 to Nov 2024 - 1 yr 3 months

Description: Product design specialist for the digital transformation, streaming platforms and brand positioning.

Firstbase

<https://www.firstbase.io/agent>

Job Title: **Lead Product Designer**

Period: Apr 2022 to Nov 2022 - 8 months

Description: UX and UI for FirstBase Agent.

unico IDTech

<https://unico.io/>

Job Title: **Product Designer**

Period: Nov 2019 to Apr 2022 - 2 yr 6 months

Description: Creativity and product design for B2C markets, digital identity platforms and brand positioning.

REBEL

Job Title: **Design Lead**

Period: Jul 2018 to Oct 2019 - 1 yr 4 months

Description: Creativity, user experience, product design and brand positioning.

CRANE — The Connecting Agency

<https://crane.is/>

Job Title: **Design Lead**

Period: Nov 2015 to Jun 2017 - 1 yr 8 mos months

Description: Deliver creative solutions UX and Web experiences.

Job Title: **Art Director**

Period: Jan 2014 to Nov 2025 - 1 yr 11 months

Description: Creative concepts and art direction for HBO Latin America Group and Mary Kay Inc.

Cappuccino Digital

<https://cappuccino.ag/>

JOB TITLE: **Head of Art**
PERIOD: Jan 2022 to May 2013 - 1 year 5 months
DESCRIPTION: Creative concepts and UX Design.

JOB TITLE: **Art Director**
PERIOD: Aug 2019 to Jan 2012 - 2 years 6 months
DESCRIPTION: Customers: Arcor, AMD, Blizzard Entertainment, Boehringer Ingelheim, Scania, UOL

Capacitat Branding + Comunicação

<https://www.capacitat.com.br/>

JOB TITLE: **Art Director**
PERIOD: Apr 2007 to Aug 2009 - 2 years 5 months
DESCRIPTION: Identity, Graphic Design, Packaging, Point of purchase and others. Customers: Banco ibi, C&A

Novaface Comunicação

JOB TITLE: **Graphic Designer**
PERIOD: Aug 2004 to Oct 2006 - 2 years 3 months
DESCRIPTION: Graphic Design, Identity, Editorial, Packaging and others. Customers: ViacaboTV, Canbras, ABTA

MENTIONS AND AWARDS

Best Apps of 2024 — Category Best Apps to Have Fun

PROJECT: **+SBT**
LINK: https://play.google.com/store/apps/editorial?id=mc_bestof2024_apps_fcp&hl&pli=1

Product Hunt Product of the Day

PROJECT: **Firstbase Agent™**
LINK: <https://www.producthunt.com/products/firstbase-io/awards>

ABDUZEEDO — Nation Branding and Visual Identity

PROJECT: **Nation**
LINK: <https://abduzeedo.com/nation-branding-and-visual-identity>

LANGUAGES:	Portuguese Native	English Advanced	Spanish Intermediary
-------------------	-----------------------------	----------------------------	--------------------------------
