

Victor Albuquerque Batista Lopes

Strategic Designer

My mission as a professional is to put my repertoire, creativity and technical knowledge at the service of the client. To understand who are the consumers and what they want, if possible even before they know it. A curious person as I am, I always chase new knowledge and have the enthusiasm to act in the different sectors of my life, equilibrating every each part: work, studies, side projects and personal life.

EDUCATION

- GRAPHIC DESIGN, bachelor's degree
Centro Universitário Belas Artes de São Paulo (2009 - 2013)
- STRATEGIC DESIGN AND INOVATION, graduate course
Istituto Europeo di Design - IED São Paulo (2018 - 2020)

INFO

Age: 30 years

Location: São Paulo, São Paulo, Brazil

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Portfolio: <https://en.portfoliodovic.com/>

Languages: Portuguese (Native)
English (Full professional)

WORK BACKGROUND

Itaú Unibanco | Digital Designer/UX & UI

Sept 2011 - Present

I started as an intern in 2011 and have worked at Itaú ever since. I am part of the team responsible for training and campaigns for all call centers. My daily activities require technical and practical knowledge of project management, digital design, product design, UI and UX with deep knowledge in the Adobe Package, agile and conducting training and workshops.

My current challenge is to improve the usability of the digital tools used for online training and consultation information for Itaú's call centers, throughout Brazil and with more than 20k active users. What motivates me every day is to improve and standardize the experience of telemarketing agents in the interaction with the screens used in the service and also in the system used for training, based on the UX principles of the institution, with an empathetic and transforming approach. I work in the discovery phases, implementing surveys, interviews with users and stakeholders and analyzing data; in definition, co-creating the solution with peers, programmers and customers; in development, prototyping and testing with the user and, finally, in delivery, always with the concern to do new tests and research, to measure gains based on metrics and to evolve in the post-implantation.

Meeguz Design & Art | Designer/Founder

Apr 2014 - Present

The bank is my main occupation, but since 2014 I have occasionally joined forces with a digital designer specialist in web development to take on projects that I might not have the chance to bring to life. At Meeguz, we conduct naming and branding projects, create logo, website layout, e-mail marketing as well as print graphics. In our journey, in addition to start-ups and private companies, we created institutional websites, hotspots and e-commerce, always in a responsive format, and also customized the profiles and social media content of customers on Youtube, Instagram and Facebook.

WORK BACKGROUND

Aos Cubos Podcast | Creator/Podcaster

Oct 2016 - Dec 2019

I'm one of the creators of Aos Cubos podcast, in addition to presenter, producer and screenwriter, I am also responsible for the visual communication of the program. Aos Cubos is an entertainment program that talks with guests from music, television, social media and entertainment scene with certain air of nostalgia, about various subjects. It goes from questions about work to personal curiosities, such as jokes and issues of adolescence, and also talk about relaxed current subjects.

Agência Foster/WPP | Digital Designer

Mar 2011 - Sept 2011

My first experience at a digital content agency. There I had my first contact with prototyping web pages and mobile apps for the end customer, serving brands like Bayer, Kodak and Goodyear.

Centro Trasmontano de São Paulo | Graphic Designer

Mar 2009 - Mar 2011

Here, in the marketing, it was my first opportunity to work as a designer focused on graphic design. Among the daily activities I created folders, booklets, letters, photographs, endomarketing materials and email marketing following the branding of the company Trasmontano Saúde and Hospital Igesp.

VOLUNTEER WORK

Sou Como Sou | Itaú

Jul 2019 - Present

In 2019, Itaú institutionalized the LGBT+ Sou Como Sou (I am as I am) diversity front: a group formed by volunteers to remind all the employees at all times that diversity exists.

Estudar Vale a Pena | Unibanco Institute

May 2013 - Aug 2013

Estudar Vale a Pena (Studying is Worth It) is a program with the objective to encourage public school students to reflect on their life project. In the classroom, through dynamics, games and exchange of experiences, volunteers encourage young people to reflect on their decisions today and the future.

2019 - Envisioning personal branding - IED/Roma - Italy

2019 - KGB: Creativity and innovation/ CLIP - Connecting people to ideas - Perestroika online

2018 -Design Thinking Hackaton: a digital innovation challenge, SCRUM and agile - ESPM/São Paulo

2017 - UX Digital: User experience on digital platforms - PUC/São Paulo

TRAINING