

João Vitor Havryluk de Paula - Product Designer

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Product Designer with a background in Social Communication and a passion for intuitive digital experiences. Experienced in UX/UI design, prototyping, and launching scalable products. Proven ability to align user needs with business goals, delivering solutions that drive engagement and growth.

EXPERIENCE

Stealth Fashion Tech – Remote, United States of America

UX/UI Designer

2024 - 2025

- Created wireframes and interactive prototypes using Figma.
- Applied User-Centered Design principles to iterate on fashion e-commerce interfaces based on usability testing insights.
- Collaborated remotely with international teams to align design strategy with business metrics.

Webfloat Digital Solutions – Ponta Grossa, Brazil

Product Designer

2023 – 2024

- Designed and prototyped web and mobile interfaces in collaboration with 3 developers, reducing development time.
- Co-launched Take (acquired 10 clients within 3 months) and Gymnamic (scaled to 140,000+ users).
- Conducted user testing and feedback analysis to refine user journeys and feature prioritization.

Poker Detox – Remote, United States of America

Social Media Designer

2020 – 2023

- Designed social media assets (graphics, reels, and animations) using Adobe Creative Suite, boosting Instagram engagement.
- Rebranded the company's visual identity and developed a cohesive brand book.
- Produced and edited 30+ podcast episodes, contributing to an increase in YouTube subscribers.
- Provided design and branding support to 5 poker training programs, helping over 100 students improve their learning experience.

AO Spine Latin America – Curitiba, Brazil

Community Development Intern

2019 – 2020

- Managed social media campaigns and event logistics for 12+ international medical events across Latin and North America.
- Built relationships with 100+ stakeholders, including surgeons, sponsors, and educational partners.

VOLUNTEER

OLYMPIC AND PARALYMPIC GAMES - Rio de Janeiro, Brazil

Field Of Play Team Member - Table Tennis

2016

- Coordinated logistics and operations with 30+ volunteers during international competitions.
- Assisted 20+ athletes and coaches with venue access and event support.
- Addressed inquiries from the general public regarding event details and logistics.

SEPAM SCHOOL - Brazil

Teacher

2011

- Taught basic English and Spanish to 2 classes of underprivileged children.
- Worked with 6 private school students eager to share their knowledge of English and Spanish.
- Introduced over 60 children to new languages, completing all activities.

EDUCATION

UNIFAST EDUCATIONAL – Remote

2025 - Present

MBA in Innovation and Digital Products (*In Progress*)

SHIFT NUDGE – Remote

2024

User Interface Design Course - (*60 hours*)

DESIGN CIRCUIT 2.0 – Remote, Brazil

2021 - 2022

Product Design Specialization - (*120 hours*)

POSITIVO UNIVERSITY – Curitiba, Brazil

2016 - 2021

Bachelor's Degree in Social Communication - Advertising

UNIVERSIDAD MIGUEL HERNÁNDEZ – Elche, Spain

2018 - 2019

One-year exchange focused on advertising, media, and cross-cultural communication.

ADDITIONAL INFORMATION

Tools & Design: Figma, Sketch, Adobe XD, Miro, Asana.

Analytics: Google Analytics, SurveyMonkey.

Languages: Portuguese (C2), English (B2), Spanish (C1).

Certifications: Shift Nudge (UI Design), UX Writing Bootcamp (Aldeia), Product Design (Design Circuit).