

Victor Cayan

Product Designer

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SUMMARY

Product Designer with 5 years of experience leading end-to-end digital products, from 0→1 concepts to enterprise-scale platforms across aviation, insurance, and industrial manufacturing. I combine user research, iterative design, and AI-accelerated workflows to compress discovery-to-prototype cycles, validating decisions through usability and A/B testing, delivering 100k+ downloads for Zurich Insurance, a 30% reduction in task steps for Embraer, and a 40% improvement in completion rates for Johnson Controls.

SKILLS

Mobile App Design · Web App Design · User Interface Design · User Experience Design · User Research
Product Discovery · Design Systems · Wireframing · Prototyping · Information Architecture ·
Asynchronous Collaboration · Scalability and Process Design · Product Strategy · B2B SaaS Product
Design · Visual Design · Handoff · Collaboration with engineering

PROFESSIONAL EXPERIENCE

Product Designer (current project: Embraer – Aircraft Manual Management System)

Multi-e, São José dos Campos, BR – Remote

Jan/2021 to present

Core Responsibilities :

- Sole designer redesigning a 20+ year-old B2B SaaS platform used by aircraft engineers to manage and edit aircraft manuals
- Built a design system to replace inconsistent, unstandardized UI patterns across the tool, shaping 8+ shipped features and anchoring UX strategy
- Conducted on-site discovery sessions and research with aircraft engineers, uncovering 20+ critical workflow pain points
- Redesigned core task flows based on those findings, cutting steps by 30% and confirming the impact through remote A/B testing with 8 engineers
- Leveraged AI tools to accelerate research synthesis, wireframe iteration, and documentation

Key Technologies and Tools: Figma, Jira, FigJam, Miro, Claude Code, Notion, Dovetail, Granola AI

UX UI Designer (Client Project: Zurich Insurance)

Multi-e, São José dos Campos, BR – Remote

July/2021 to 2023

Core Responsibilities:

- Led the design roadmap for Zurich's first mobile app in Brazil from discovery to delivery, building the product and process from scratch as lead designer in a market with no prior mobile presence.
- Interviewed 15+ users to inform personas and identify key product opportunities
- Facilitated discovery sessions with legal, compliance, and policy stakeholders to define strategy
- Designed user journeys, task flows, and high-fidelity prototypes with WCAG 2.1 AA compliance, validated across 4 rounds of usability testing
- Delivered 100k+ downloads on Google Play with a 4.8 rating, using Zurich's "Blue Room" design system as foundation

Key Technologies and Tools: Figma, Sketch, Hotjar, UserTesting, Adobe Illustrator

UX UI Designer (Client Project: Johnson Controls Hitachi)

Mult-e, São José dos Campos, BR – Remote

Jan/2021 to July/2021

Core Responsibilities:

- Optimized the warranty activation process for AC installations and purchases as solo Product Designer
- As solo Product Designer, reshaped an 11-step warranty form, a major pain point for installers and customers, into a streamlined 5-step flow, validated through A/B testing, driving a 40% improvement in completion rates and 25% faster completion.

Key Technologies and Tools: Figma, Google Analytics, Maze, Javascript

UX UI Designer

Compliasset, Taubaté, BR – Remote

Feb/2020 to Jan/2021

Core Responsibilities:

- First role as a designer, at a SaaS startup helping 90+ companies stay compliant with legal requirements
- Implemented responsiveness and visual consistency that the platform previously lacked
- Designed and maintained a scalable design system, evolving from a basic UI kit, adopted by 3 designers and 7 developers across web and mobile
- Reduced development time by 20% through the design system and efficient Figma-based handoff with Engineering (Agile)
- Backed the redesign with user research and usability testing, contributing to a 25% increase in NPS and a 20% increase in mobile users

Key Technologies and Tools: Figma, WordPress, HTML/CSS

EDUCATION

Bachelor of Design

Universidade Paulista, São Paulo, Brazil

February/2017 to November/2021

CERTIFICATES/COURSES

UX, UI Product Design Training, Leandro Rezende Design School, Brazil

June/2021

UX and Web Design Master Course, Joe Natoli, Remote

February/2022

Frontend Development with JavaScript, The Odin Project, Remote

April/2023

Product Design Path, Design Circuit, Brazil

March/2025

LANGUAGES

Portuguese: Native.

English: Advanced