

Wesley Filipe Vargas

Product Designer | UI/UX Designer

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Concórdia, Brazil (Open to Relocation)

Experience

- Única Propaganda** *Mid-Level Art Director* 2025 – Current
- Encouraged the adoption of AI-assisted ideation and rapid prototyping, reducing exploration time during creative projects.
 - Improved internal approval flows and delivery processes, reducing bottlenecks between creative, production, and stakeholders.

SGBr Systems *Product Designer / UI & UX Designer* 2022 – 2025

Designed web-based experiences for a leading ERP ecosystem serving 27,000+ B2B customers, successfully leading the complex migration from legacy desktop software to intuitive web applications, simplifying user journeys while preserving advanced functionality.

- Product Design & User Experience*
- Designed strategic modules including Restaurant Orders, Pet Shop, Dashboard, Delivery, POS system, and Inventory.
 - Conducted competitor benchmarking, product discovery, user-flow analysis, and interface validation before development.
 - Collaborated directly with product managers, engineering leaders, and company executives to shape product decisions before implementation.

- Business Impact*
- Reduced customer support call volume by 40% (from 10 to 6 calls per 1,000 active users) by redesigning key workflows during the migration from SGMaster Desktop to SGMaster Web.

- XRemote** *(Internal Product)*
- Conceptualized and designed a unified internal support platform from scratch, replacing disconnected tools with a centralized SaaS solution to handle remote access and customer history.
 - Improved support continuity after internet failures.
 - Contributed to shaping XRemote as a future commercial SaaS product for external companies.

- Collaboration*
- Built reusable Figma component libraries to accelerate development and reduce implementation ambiguity.
 - Coordinated product priorities directly with developers, ensuring design fidelity and keeping delivery timelines on track.

- Private Mentoring** *UI Design Mentor* 2024 – 2025
- Mentored beginner designers in UI Design, Figma, layout systems, and interface best practices.
 - Reviewed practical projects, providing structured feedback focused on usability, hierarchy, and scalable design thinking.

Education

Self-Taught Product & UI/UX Designer

Continuous education focused on Product Design, UX, UI, Design Systems, usability, prototyping, and modern digital product development.

- Complementary Courses*
- UX Design – DesignCircuit
 - ID Class – Marcelo Kimura

SPECIALITIES

- Product Design
- Product Discovery
- UX Design
- UI Design
- Interaction Design
- Information Architecture
- Wireframing
- Interactive Prototyping
- Design Systems
- Component Libraries
- Responsive Design
- Accessibility
- Design Handoff

TOOLS

- Figma
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects

WORKING KNOWLEDGE

- HTML
- CSS
- Auto Layout
- Variants
- Agile Workflows
- Design Operations

LANGUAGES

- Portuguese — Native
- English — Intermediate