

Victória Molgado is a product designer and a believer of the fact that the best way to start is by doing

Bachelor degree in Visual Communication Design — UFRJ, Brazil

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Portfolio

Bravado

Jun 2022 ✦ Dec 2022

As a product designer on Bravado Engagement team, I was responsible for the end-to-end product design process on Bravado Community: exploring solutions to given problems, creating layouts and testing them with users, and specifying the details for take solutions to productions. Our goal was to help salespeople succeed in their careers.

VTEX

May 2020 ✦ Jun 2022

At VTEX my scope was to discovery product opportunities and designing solutions for "how to ensure quality by design" on code deploys and low code updates VTEX clients do at their ecommerce stores. I'd prototype and test hypotheses while advocating for more product-driven decisions in my area (historically engineer-driven.)

Descomplica

Feb 2018 ✦ May 2020

I was a product designer for *Descomplica Escolas*, the newest BU at the company. My role was to come up with hypotheses, apply user studies and prototypes to discover and validate product next steps. Previously I was working with students' self-assessment tools at Descomplica's acquired company: PaperX.

At Paperx I lived a full startup experience. I worked with everything related to releasing a product, from strategy to market fit research.

Trinks.com

Apr 2017 ✦ Feb 2018

Trinks product was a early stage startup where I had my first internship. I had ample contact with multidisciplinary paradigms.

Design talks

UX principles for developers • VTEX Training Week

UX for beginners at VTEX <> Resilia partnership

Writing

Why-driven design — The value of intentional decision making in the design process • [Article](#)

A persuasive approach to the social isolation for Covid-19 pandemic • [Article](#) (PT) • [Case](#) (EN)