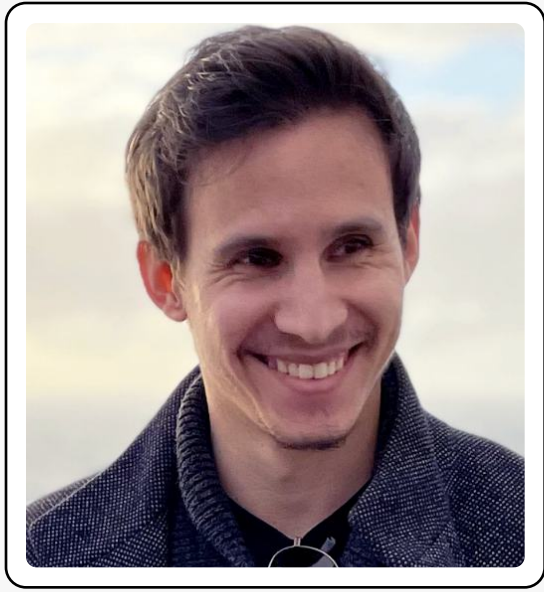




ROBERTO VIANA

SENIOR PRODUCT DESIGNER

11+ YEARS OF EXPERIENCE

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PROFILE

Senior Product Designer with 11+ years shipping end-to-end design across B2B, B2C, and enterprise platforms. I pair user research with business strategy to build design systems and ship 0-to-1 products that scale. I build AI into my process, using Claude to automate routine work, speed up prototyping, and spend more of my time on the hard design calls.

CORE SKILLS

AI

ClaudeWorkflow automation

AI prototypingImage generation

DESIGN

Product designInteraction design

Design systemUser research

WireframingUsability testing

User flowPrototyping

TOOLS

FigmaFigmaIllustrator

MiroGA4Photoshop

HotjarSketch

EXTENDED

PremiereAfter effectsBlender

HTML/CSSBootstrap

Video editingAnimation

EDUCATION

University of Faro

BA Communication Design

Branding · Typography · Interaction Design · Web · Motion · History of Design

LANGUAGE

PortugueseNative
EnglishC2 - Proficiency

WORK EXPERIENCE

Carlsberg Group

SENIOR PRODUCT DESIGNER

Apr 2019 - Present

- AI-assisted workflow:** Use Claude daily to automate routine production tasks and generate working prototypes faster, cutting time on low-value work so the team can test ideas sooner and focus on the real design problems.
- B2C E-Commerce Carlshop plus:** Inherited a stalled roadmap for the Asian market platform and rapidly unblocked development delivery. The platform scaled from \$300M to ~\$1.5B in revenue over 18 months.
- Malty Design System creation:** Founded and built Carlsberg's open-source design system — the single source of truth for UI consistency across all digital products, directly accelerating cross-team development velocity.
- B2B Sales Platform Cadi:** Led end-to-end design of an all-in-one sales ecosystem (CRM, Maps, E-commerce) from zero to launch. Scaled the product to become the standard tool across 13 international markets.
- Global Compliance Ottilia:** Designed a mandatory governance tool ensuring all Carlsberg web properties meet global legal and accessibility standards automatically.

Staples Europe

DESIGN COORDINATOR

Jan 2016 - Apr 2019

- Managed design operations and strategy across 14 European markets, acting as the primary point of contact for regional stakeholders and senior leadership.
- Oversaw the allocation and delivery of high-volume digital assets (banners, emails, and campaign visual), across 14 countries while maintaining strict brand consistency.
- Directed a design team to align marketing objectives with UX best practices, shaping the visual strategy for major retail campaigns.
- Streamlined newsletter and promotional content workflows, improving production speed and on-time delivery for fast-paced retail cycles.

Compare o mercado

UX/UI DESIGNER (SOLE DESIGNER)

Jan 2014 - Dec 2015

- Sole designer owning end-to-end product design, branding, and front-end implementation for a service comparison platform (insurance, loans, utilities).
- Executed a complete rebrand and platform redesign, establishing a new visual identity and design playbook from scratch.
- Bridged the design-to-development gap by coding responsive front-end interfaces (HTML, CSS, Bootstrap, JavaScript), directly accelerating the MVP release timeline.
- Redesigned core user flows to simplify decision-making, resulting in a 30% increase in engagement and a significant reduction in bounce rates.

GEN Design Studio

GRAPHIC DESIGNER

Jan 2013 - May 2013

- Designed the U-Play sports management platform from concept to MVP, delivering full branding, UI playbooks, and promotional motion graphics for a student and school audience.