

VINICIUS TIFOSKI IANONI

Principal Product Designer

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PROFESSIONAL SUMMARY

Principal Product Designer with 14+ years designing digital commerce experiences for startups and global brands, including Electrolux, Carrefour, and McDonald's. Currently lead the design chapter for Electrolux's D2C e-commerce across Latin America, managing a team of 6 product designers and partnering with Group Product Managers on business strategy across the full purchase journey. Experienced in international B2B and D2C e-commerce, design systems at regional scale, and UX strategy. Fluent English (Full Professional); proven in distributed, cross-functional teams across the Americas.

CORE SKILLS

Design & Strategy: Product Design, UX Strategy, Design Strategy, End-to-End Product Design, Service Design, UX/UI Design, Interaction Design, E-commerce (D2C & B2B), Customer Discovery, Design Thinking

Research & Validation: User Research, Usability Testing, Co-creation Workshops, Personas, Journey Mapping, Customer Discovery

Design Systems: Design Systems, Component Libraries, Design Tokens, Regional/Global System Governance, Accessibility (WCAG)

Tools: Figma (Auto Layout, Variables, Dev Mode), FigJam, Prototyping, Maze, Notion, Jira

Leadership & Remote: Design Leadership, Chapter Leadership, Mentorship, Cross-Functional Collaboration, Stakeholder Management, Distributed Teams, Asynchronous Communication

PROFESSIONAL EXPERIENCE

Principal Product Designer, D2C — Electrolux Group

May 2025 – Present

D2C e-commerce for Latin America · São Paulo, Brazil

- Lead the design chapter for Electrolux's D2C e-commerce across Latin America, partnering with Group Product Managers to define business strategy and direct product squads across the full e-commerce purchase journey.
- Own the LATAM Design System as a regional extension of the global system, governing components and patterns adopted across product squads in multiple markets to ensure consistency and faster delivery between design and engineering.
- Set design direction and quality standards for the regional D2C experience, aligning teams across multiple Latin American markets on a single, scalable product vision.
- Lead and mentor a team of 6 product designers across the chapter, establishing design review and critique rituals that raise craft and consistency across distributed squads.

Senior UX/UI Designer, Strategy — Pivotree

Jan 2022 – Jun 2025

E-commerce implementation consultancy · Canada (remote) · B2B focus

- Led UX strategy and design on international e-commerce implementations with a strong B2B focus, delivering for global clients including ZeptoMetrix, RoadRunner Sports, Weatherford, and Reitman's.
- Owned end-to-end design across discovery, complex commerce requirements, and production-ready handoff, translating intricate B2B purchasing and catalog logic into clear, usable experiences.
- Partnered with cross-functional, distributed teams across North America, collaborating asynchronously across time zones to keep design aligned with engineering and client stakeholders.

- Contributed reusable components and design patterns that accelerated delivery and consistency across multiple client engagements.

Product Designer, Growth — QuintoAndar

Jun 2021 – Jan 2022

Proptech marketplace · São Paulo, Brazil

- Designed acquisition experiences for new property owners on a leading proptech marketplace, collaborating with the Inside Sales team on growth initiatives across the funnel.
- Owned the design of a new property photo scheduling system end to end, streamlining a key step in the owner onboarding journey.

UX/UI Design Lead — ACCT | Consulting & Technology

Mar 2020 – Jun 2021

Digital product consultancy · Brazil

- Led four design squads on the Electrolux e-commerce program, partnering closely with the Product Owner to advance experience initiatives across the platform.
- Directed UX for major retail and consumer brands including Carrefour, Brastemp, McDonald's, and Giga Atacado, running user research, co-creation workshops, and design system initiatives.
- Mentored designers across squads and contributed directly to their professional development, strengthening the team's overall design capability.

UX/UI Designer — Empregos.com.br

Oct 2018 – Mar 2020

Recruitment platform · São Paulo, Brazil

- Led research, persona development, journey mapping, and UI design focused on the candidate experience, owning the end-to-end design of key flows on the platform.

Earlier Roles — UI, Digital & Product Design (2011 – 2018)

2011 – 2018

ComSchool, Estudio86, Criartis, Roll-tec Engraving, Nipon Digital

- Progressive UI, digital, and product design roles building foundational craft in visual design, web design, and product development before specializing in UX and product design.

EDUCATION

MBA in Consumer Behavior — FAAP (Fundação Armando Álvares Penteado)

Postgraduate program in consumer psychology, neuromarketing, behavioral research, and data-driven personalization · 2026

Bachelor's Degree in Design — Universidade São Judas Tadeu

CERTIFICATIONS

- Service Design
- UX Strategy
- Customer Discovery
- Hello Design Thinking
- Product Design

LANGUAGES

Portuguese (native) **English** (Full Professional Proficiency)