



# DANIEL OLIVEIRA

SENIOR DIGITAL PRODUCT DESIGNER / UX LEAD



[escale.me/fb-daniel](https://escale.me/fb-daniel)



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[productdesigner.com.br](https://productdesigner.com.br)

## PROFILE

Dedicated Senior Product Designer with a 17-year-long career in creating standout user experiences and promoting innovation across diverse businesses. Vast knowledge in UX/UI design, analytics, AI, automation, leadership, and entrepreneurship.

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## EDUCATION

### INDUSTRIAL ENGINEERING

— 2017 - 2023

UFOP - Federal University of Ouro Preto

### BUSINESS & STARTUP DEVELOPMENT

— 2020

Founder Institute

### CXL INSTITUTE

— 2022-2023

UX and CRO specialization

## PORTFOLIO

[Carrefour - Services Page](#)

[Carrefour - Upsell Prototype](#)

[Scala Analytics - Management](#)

[Scala Analytics - Dashboard](#)

[Scala Analytics - Funnel](#)

[Scala Analytics - Real Time](#)

[Lett - Startup](#)

[Andrea Iorio - Speaker](#)

## WORK EXPERIENCE

### Senior Digital Products Specialist

#### Viral Methods

— 2018 - present

As a Senior Digital Products Specialist at Método Viral (Viral Methods), I worked as a freelancer developing WordPress websites, LottieFiles and UX (Digital Products) projects, for clients in Brazil, United States and Europe.

### Senior UX Analyst

#### Carrefour Brazil (Remote - SP/BR)

— 2021 - 2023

Responsible for the process of building and idealizing solutions, improvements and identifying opportunities for the company's e-commerce, one of the largest retail companies in the world. UX responsible for the services area, with daily activities of research, discovery, understanding, A/B testing, prototyping and usability tests. Much of the work developed is available on this link and its respective subpages.

### UX Lead

#### Scala Analytics (Remote - SP/BR)

— 2020 - 2022

Responsible for the process of building the UX team, processes, interfaces, research and Design System, translating a huge amount of data generated by the largest ecommerces in Brazil into actionable information. The first interface prototype is available at this link.

### Head of Growth

#### Mandell Enterprises (Remote - NY/US)

— 2018 - 2020

As Head of Growth Marketing at Mandell Enterprises (FeeFighters, GAM Payments, OptimizedOwner), I was responsible for funnel planning and implementation, automated marketing, website building and traffic management.

## SKILLS

UI / UX



FIGMA



FRONT END



DISCOVERY



WORDPRESS



PROTOTYPE



OPENAI API



N8N / ZAPIER



## HOBBIES



Travel



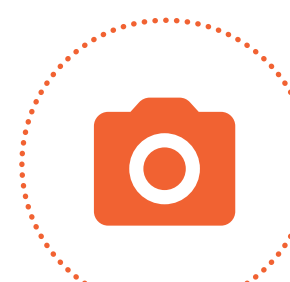
Cycling



Cook



Learn



Photography