



# Victor Hugo Abdelnur

## Senior Product Designer

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 347-224-2892

 LinkedIn

 Portfolio Website

Senior Product Designer with 9+ years of experience designing scalable digital products. I specialize in simplifying complex systems into intuitive, user-centered experiences, bringing clarity to cross-functional teams and driving engagement, usability, and business impact.

### EXPERIENCE

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#### MAPA SOUND - New York City, NY (Hybrid)

##### Senior Product Designer | Jan 2025 - Present

- Lead end-to-end product design for audio-first digital experiences, translating creative direction into scalable, user-centered solutions.
- Define product direction, user flows, and interaction models in collaboration with stakeholders, aligning user needs with business and creative goals.
- Establish and evolve design systems and reusable patterns to improve consistency, scalability, and speed of delivery.
- Partner closely with engineering to ensure high-quality implementation and efficient iteration from concept to launch.

#### CONSULATE GENERAL OF BRAZIL IN NEW YORK - New York City, NY (On-site)

##### Product Designer & Front-End Developer | Aug 2018 -Jan 2025

- Led end-to-end product design for large-scale government digital services used by a global audience, improving user engagement by 35% through clearer flows and scalable interface systems.
- Defined requirements and interaction models with cross-functional stakeholders, aligning user needs with business goals and technical constraints.
- Optimized complex, high-stakes journeys (document processing, registrations, and payments), simplifying multi-step processes while ensuring accessibility and regulatory standards.
- Produced 200+ wireframes and prototypes, conducting research to improve usability and accessibility and inform scalable solutions.

#### FARINELLI BOUTIQUE IMOBILIÁRIA - Rio de Janeiro, Brazil

##### UX Designer | May 2014 - Jul 2017

- Redesigned web and mobile experiences, boosting user acquisition by 25% by simplifying property discovery and decision-making flows.
- Created high-fidelity prototypes and reusable interaction patterns to improve consistency and internal workflows.

#### GLOBO - Rio de Janeiro, Brazil

##### Interaction Designer | Aug 2011 - Jul 2014

- Designed web and mobile applications for high-traffic platforms, improving usability across complex user journeys.
- Built interaction patterns and validated designs through prototyping and testing prior to launch.

### EDUCATION

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**UI/UX Design & Front-End Development Program**    EBAC (Escola Britânica de Artes Criativas) | 2017 - 2018

**Music Composition**    POINT BLANK MUSIC SCHOOL | 2009 - 2011

**Industrial Design, BA**    ESTÁCIO DE SÁ | Rio de Janeiro, Brazil Bachelor of Arts (BA) | 2005 - 2009

### SKILLS

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Product Design (UX/UI, Research, Interaction, Systems) • Product Thinking & Strategy • Figma • Miro • Notion • Jira  
Analytics (Google Analytics, Hotjar) • AI (Claude, Cursor, Maze, Figma AI) • HTML • CSS • JavaScript • React

### LANGUAGES

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- English
- Portuguese
- Spanish