

Victor "Vk" Cavalcante

Product Designer & Design Engineer · UX, Conversion, Design Systems, Front-end

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Summary

Designer with 6+ years in design: product design since 2022, game design before that. I solve product problems end to end: user research, UX, onboarding and conversion, design systems and production front-end (React, Next.js, TypeScript). AI-native: I build with LLMs every day (Claude Code, Cursor, ChatGPT, Gemini, v0), create custom Claude skills and LangChain agents, and orchestrate multi-agent workflows to research, design, build and QA faster. I have localized Brazilian products into Spanish and English for new markets.

Experience

Lucky Gaming

Oct 2025 – Oct 2026 · Brazil (hybrid)

Product Designer & Design Engineer

- Designed and built loyalty features for 3 consumer brands across slots, crash games, sportsbook and e-sports: UX, front-end and CRM strategy, in a squad with PO and devs.
- Built the loyalty club's gamification interfaces from scratch and developed design systems for the 3 brands, with 12+ Liquid sections adjusted on a regular basis. Day-to-day work across CRM and CMS, user-behavior studies, visual evolution and a focus on accessibility and churn reduction.
- Designed a new Live Casino product through to its launch phase and helped direct a full brand redesign.
- Designed and coded the loyalty hub, missions, reward store and VIP levels for 3 brands, and localized the brand site and loyalty hub (UI, screens and copy) into Spanish for LATAM: live in Costa Rica, adapted for Guatemala and Chile.
- Designed and coded a multi-brand Email Builder (Next.js, TypeScript, Supabase, Tailwind): brand isolation, live HTML preview (desktop and mobile), shared image bank, version history, one-click export. Email output grew 6x; broken emails dropped to near zero.
- Ran A/B tests on CTA and copy with Google Analytics 4 and Microsoft Clarity.

Software house (education, public health and construction clients)

May 2022 – Apr 2025 · Brazil

Lead Product Designer & UI/UX (from Oct 2022) · previously Designer

- Led a team of 4 designers at a software house, delivering 13+ products (mobile apps, websites, enterprise software) for education, government health, construction and other clients; company contracts grew 8% over the period.
- Owned the design process: user research, wireframes, design systems, prototyping and front-end handoff, in a squad with PO and devs. Mentored junior designers.
- Introduced goal and KPI tracking and led the migration from Trello to Monday.com.

Indie game studio · Freelance

Feb 2024 – Jan 2026 · Remote

Executive Producer & Game Designer

- Executive-produced three Steam launches, all rated Very Positive (84%, 88%, 91%). One sold 10,000+ copies in its first two weeks and peaked at 700+ concurrent players; another was selected for Panorama Brasil at Gamescom Latam 2025.
- Localized Brazilian games into English and Spanish for global Steam distribution and ran pre-launch and launch marketing with publishers in Brazil and China.

Indie game studio

Jul 2020 – Jun 2024 · Remote

Game Designer, Producer & Social Media Manager

- Launch marketing materials drove a 400% rise in wishlist additions; social campaigns lifted engagement 25%.

Skills

Design: Figma, UX research, usability testing, A/B testing, wireframing, prototyping, design systems and tokens, accessibility (WCAG 2.1), onboarding flows

Front-end: React, Next.js, TypeScript, JavaScript, Tailwind CSS, HTML, CSS, responsive design, Git

Product & data: Gamification, retention, CRM campaigns, Google Analytics 4, Microsoft Clarity, Supabase, Vercel, Monday.com, Jira, Linear

AI & LLMs: Claude Code, Cursor, ChatGPT, Gemini, v0, LangChain (agents), custom Claude skills, MCP integrations, prompt engineering, multi-agent workflows

Languages: Portuguese (native) · English: C1 (EF SET certified) · Spanish (intermediate, B1–B2) · French (basic)

Education & certifications

- FIAP — Associate's degree, Digital Games (2020–2022)
- UNIFAEL — Marketing specialization
- EF SET English Certificate C1 (2025) · Google Analytics 4 (2025) · HubSpot Marketing (2025) · Google UX Design (in progress)