

Vinicius da S. Guislande Bassi

Web Designer | UI Engineer
São Paulo, Brazil

Professional Summary

Web Designer and UI Engineer focused on building intuitive, scalable, and high-performance digital experiences. Strong background in UI/UX design, responsive web interfaces, and visual systems for digital-first brands. Experience working with global companies and designing for both web and email marketing campaigns, balancing aesthetics, usability, and business goals.

Professional Experience

Superside – UI/UX Designer

Designed interfaces for major global companies including Amazon, Reddit, and Vimeo, working across web platforms and email marketing assets.

Studio Carthagos – Web Designer

Designed and developed responsive interfaces for digital-first brands, applying a 360-degree design approach across multiple touchpoints.

Grupo Ráí – UI Designer

Developed data-driven interfaces for global brands such as Adidas and Yakult, including projects related to large-scale international campaigns like the Champions League.

UX Agency – UI/UX Designer

Conducted user research, designed interfaces, and contributed to design systems and user flow optimization initiatives.

Devio – Multimedia Designer

Worked with a full-stack design approach for a software house, supporting new brands in launching digital products and platforms.

Skills

UI Design, UX Design, Web Design, Responsive Design, Design Systems, Email Marketing Design, Newsletter Design, User Research, Accessibility, Conversion-Oriented Design, Visual Design

Tools

Figma, Webflow, HTML, CSS, GSAP, Motion.dev, Midjourney, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Claude, Cursor

Education

Software Engineering (Ongoing) – PUC-Rio (Postgraduate)

UX Design (Completed) – Senac (Postgraduate)

Digital Media Design (Completed) – FATEC (Bachelor's Degree)

Graphic Design (Completed) – FMU (Bachelor's Degree)

Multimedia Design (Completed) – ETEC Jornalista Roberto Marinho (Technical Certificate)

Contact

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