

# Vicente Sarmiento

PRODUCT DESIGNER

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For more than 15+ years, I have been bridging the gap between users' interests, technical feasibility, and business objectives. In the last 11 years, I have worked exclusively as a Digital Product Designer.

Among the things I can do are research, strategy, information architecture, diagramming and flow design, prototyping, system thinking, usability testing, interaction design, and interface design.

## Experience

### Product designer at Talkdesk

Jan 2022 - Today

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I define the Dialer product's vision alongside the Product Managers while doing research, analysis, ideation, and design. I work side-by-side with engineers worldwide and iterate on possible solutions until the final product is viable and meets the business and user's needs.

From time to time, I work seamlessly with teams from other Talkdesk products to deepen and create better integrations between the Dialer and them.

- Working with the Dialer's team on the reduction of UX debts by 10% in less than 6 months - while delivering all planned features;
- Leading the creation of the Dialer's component library - based on Talkdesk's Cobalt design system - which led to an increase in speed in screens creation and a more consistent system;
- Pushing the initiative to use more behavior metrics from Pendo as a parameter to define priorities and design features;
- Presenting design concepts internally to Product Managers and developers to raise UX awareness and company UX maturity;
- Creating a tool to facilitate the match between mentors and mentees for the Design Mentorship program.

### Lead designer at Venturus

Jul 2021 - Nov 2021

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After initially working on an ongoing project - where I learned about the client's business and processes, I had the opportunity to lead a new project from scratch.

- Gathered initial information through meetings and interviews with stakeholders and users and aligned every aspect of the project with the internal team;
- Created and organized various documents, flows, and a project map to establish a common understanding between the design team and other stakeholders (QAs, developers, and project managers) from both Venturus and the international client;
- Took the responsibility to keep the information as centralized and understandable as possible to facilitate smooth project flow and minimize noise;
- Managed a team of designers, ensuring consistency in visual language and communication with stakeholders and ensuring that all system components were connected and cohesive.

### Senior Product designer at Venturus

Mar 2021 - Jun 2021

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I have worked with a multidisciplinary team for an international client for the first time.

- Established effective communication through various tools and methods (workflows, wireframes, documentation, presentations);
- Conducted user interviews with people from various locations around the world;
- Collaborated closely with the project manager, maintaining organized and updated information for all team members;
- Mentored teammates, helping to improve their visual, communication, and research skills through workshops on web tech, creativity, and design methodologies.

### Senior Product designer at Semente Educação

Mar 2018 - Mar 2021

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Solo designer in three web apps: Plataforma S, Coreskills, and Programa Semente.

Some responsibilities:

- Work with internal and external customers for requirements and implementation details focused on making user-experience recommendations;
- Facilitate cross-functional team in brainstorming ideas to solve user problems;
- Translate ideas into high-level designs and user journey flows, contributing to user experience within the product;
- Collaborate with others to translate designs and user journey flows into prototypes for new products, experiences, and features;
- Design and specify details of user interfaces, interaction patterns, and information architecture.

Before, I worked at Affero (and later at Affero Lab), Izzui, ZONA Internet, Fing'rs, Sociedade Brasileira de Cardiologia, Jornal dos Sports and Absoluta Internet.

All the details about them can be found in [my LinkedIn profile](#).

## Education

### UX Research at PUC-Rio

Jan 2022 - Jan 2022

### UX Strategy at PUC-Rio

Mar 2021 - Apr 2021

### Strategic Design at ESPM-Rio

Jan 2008 - Oct 2009

### Industrial Design at PUC-Rio

Jan 2002 - Jun 2006

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**Date of birth**  
December 5th, 1983

**Citizenship**  
Brazilian and Portuguese

**Marital status**  
Married

**Language**  
English (B2)