

# Victoria Chaparro

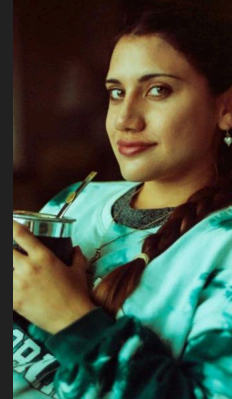
Senior Product Designer, UX/UI, AI-Driven Experiences

8 years of experience

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victoria-ux.com



## FEATURED EXPERIENCE

### Aug 2021 - Present **Senior Product Designer**

Effectus Software • Remote

Leading UX/UI design for international SaaS, AI, analytics, and enterprise products across web and mobile platforms. Worked closely with multidisciplinary teams through discovery, strategy, prototyping, systems thinking, and developer handoff.

#### FEATURED PROJECTS

##### **Tilt365**

Behavioral Analytics And Assessment Platform Focused On Leadership, Team Dynamics, And Data Visualization.

Worked On Complex SaaS Experiences Including:

- Analytics Dashboards
- Assessment Visualization Systems
- Pricing And Permissions Flows
- Responsive Enterprise Tables
- Comparison Tools
- Upgrade And Onboarding Experiences
- Scalable UI Systems For Data-Heavy Products

Focused On Transforming Complex Behavioral And Organizational Data Into Intuitive, Actionable User Experiences.

##### **3PA**

Enterprise KPI And Metrics Platform Designed To Convert Spreadsheet Data Into Scalable Reporting Systems.

Worked On:

- Information Architecture
- KPI Creation Flows
- Metrics Management Systems
- Spreadsheet-Connected Experiences
- Dashboard Structures
- Enterprise Workflows
- Scalable Data Visualization Patterns

Focused On Simplifying Highly Technical And Operational Processes Into Clear, Structured Interfaces For Business Users.

##### **Manuar**

Internal Product Ecosystem And Design System-Focused Platform For Enterprise Workflows.

Worked On:

- Scalable Design Systems
- Reusable Component Structures
- Responsive SaaS Interfaces
- UI Consistency Across Products
- Collaboration With Development Teams
- Product Scalability And Structure

Focused On Building Maintainable, Developer-Friendly Interfaces That Improved Consistency, Usability, And Long-Term Scalability Across The Platform.

## SELECTED FREELANCE WORK

### 2025-20206 **Manifest**

AI-powered productivity and reporting platform focused on time tracking, activity intelligence, project context generation, and team insights.

Worked on complex product experiences including:

- reporting systems
- dashboard and analytics interfaces
- calendar and activity visualization
- AI-assisted workflows
- onboarding and project setup experiences
- advanced table systems and responsive behaviors
- time-block interaction models
- information architecture for large-scale SaaS environments

Contributed to product strategy, UX architecture, and scalable interface systems focused on helping teams better understand productivity, work patterns, and operational insights.

### 2025-20206 **QuipTeams**

Collaborative team management and productivity platform designed to improve organization, communication, and team workflows.

Worked on:

- UX/UI improvements across core product experiences
- interface systems and scalable layouts
- product structure and navigation
- responsive SaaS interfaces
- workflow clarity and usability improvements
- cross-functional collaboration with product and development teams

Focused on creating intuitive and scalable experiences that improved team coordination, usability, and overall product consistency.

## PREVIOUS EXPERIENCE

### May 2019 - Feb 2021 **Middle UI/UX Designer**

DataArt • Buenos Aires, Argentina

Designed CRM interfaces and enterprise workflows for international clients in collaboration with product owners and engineering teams.

### Dec 2017 - Feb 2021 **Co-Founder & UI/UX Designer**

Creativa Group • Corrientes, Argentina

Co-founded a small creative studio focused on branding, websites, and digital experiences for local businesses.

### May 2018 - May 2019 **UI/UX Junior Designer & Front-End Developer**

DevLights • Corrientes, Argentina

Designed responsive interfaces and mobile applications for software factory clients.

## ADDITIONAL EXPERIENCE

2023

#### **UX/UI Educator**

Coderhouse • Remote

Taught introductory UX/UI classes and mentored students through practical design exercises.

2016

#### **Graphic Design Intern**

Global Brigades • Panama City, Panama

Supported social media and web communication initiatives as part of a volunteer program.

#### SKILLS

UX Strategy  
Product Thinking  
Design Systems  
Systems Thinking  
Information Architecture

Interaction Design  
Wireframing  
Prototyping  
Accessibility  
Responsive Design

User Research  
Visual Design  
AI-Assisted Workflows  
Cross-functional Collaboration  
Data Visualization

#### SOFTWARE

Figma  
FigJam  
Adobe Creative Suite

Notion  
Slack  
Jira

Optimal Workshop  
HTML / CSS  
AI Design Tools (Make, Claude, ChaGTP, Vercel)

#### EDUCATION

##### **User Design Fundamentals**

Udemy

2018 - 2019 . Buenos Aires

##### **Front End Development HTML, CSS, JS**

UTN Buenos Aires

2015 - 2017. Buenos Aires

##### **Diseñador Gráfico Profesional**

Universidad Nacional del Nordeste

2012 - 2015. Chaco, Argentina.

#### LANGUAGES

English Professional

Spanish Native

Portuguese - Intermediate