

RESUME

VICTOR DANTAS.

UI/UX Designer

Vancouver, BC, Canada victordantascan@gmail.com [LinkedIn](#)

User research and accessibility-focused UX/UI designer with 6+ years of experience delivering inclusive, data-driven design solutions. Currently leading the UX/UI design curriculum at Cornerstone with a program NPS of 35% against a 21% institutional average, having managed 400+ students across cohorts. Proven track record contributing to products serving 8+ million users globally, increasing engagement through accessibility-first design. Expert in WCAG compliance, usability testing, and turning research insights into actionable design decisions. Also the solo founder and designer of Écrivance, a live AI-powered exam-preparation product with paying subscribers.

SKILLS

Proficient

User research (surveys, interviews, usability testing)

Accessibility audits (WCAG 2.1)

Figma

Responsive design

WAVE

aXe

VoiceOver

NVDA

Google Analytics

Workshop facilitation

Design Thinking

Double Diamond

Advanced

Illustrator

Framer

Canva

Maze

UXtweak

Optimal Workshop

UXArmy

ARIA implementation

Intermediate

HTML

CSS

WordPress

CMS

PROFESSIONAL EXPERIENCE

FOUNDER & PRODUCT DESIGNER

Écrivance

Vancouver, BC · Nov 2025 - Present

- Founded and shipped a TCF Canada writing-practice product solo (problem framing, UX, visual system, web and native mobile), now converting to paid subscriptions, with usage concentrated in Vancouver, Toronto, and Montreal.
- Designed the AI feedback interface by mapping the exam's four official scoring criteria to a typed response schema, so model output renders as a fixed, scannable page: a 0-5 score per criterion, errors marked in place by severity, and a single prioritised action for the next draft.
- Rebuilt the error-marking system so every severity level carries a shape cue as well as a colour, after finding that minor errors marked in green were being read as praise rather than as mistakes.
- Instrumented 36 product events across the guest funnel, dashboard, and feedback surface, including rating and dispute events to monitor grading quality, supporting 2,336 submitted texts and 293,849 words of practice to date.

Tools: Figma, React, TypeScript, Expo / React Native, Supabase, Stripe, OpenAI, Google Analytics 4

UI/UX DESIGN PROGRAM MANAGER

Cornerstone Community College (CICCC)

Vancouver, BC · Aug 2023 - Present

- Lead UX/UI curriculum and strategy for 140+ active students (250+ across all cohorts), coordinating a team of 3 instructors and achieving a 35% program NPS against a 21% institutional average, based on 1,588+ student responses.
- Integrate WCAG 2.1 standards throughout the curriculum (accessibility audits, usability testing, and inclusive interaction design) to prepare students for industry-standard accessibility practice.
- Apply Design Thinking and Double Diamond methodologies to course structure while running program operations on Scrum for consistent delivery and continuous improvement.
- Oversee real client projects with Canadian organizations, mentoring students through user research, prototyping, and stakeholder presentations, and facilitating 18+ guest speaker sessions annually.

Tools: Figma, Design Thinking, Double Diamond, Scrum, LMS platforms, WCAG 2.1, workshop facilitation

UI/UX DESIGNER

Hand Talk

Brazil (remote) · Jan 2022 – Oct 2023

- Contributed to design adaptations for a UN-recognized platform serving 8+ million users globally, focusing on Hand Talk Plugin expansion into English and additional languages while addressing visual design, functionality, and cultural accessibility nuances.
- Leveraged Google Analytics and qualitative user feedback to inform UX improvements, achieving a 12% increase in translation feedback engagement within 6 months.
- Conducted accessibility audits using mixed-method research (surveys, interviews, workshops) and performed manual and automated testing with WAVE, aXe, VoiceOver, and NVDA to identify and resolve usability barriers.
- Redesigned the plugin's mapping process to be more data-driven and accessible, implementing ARIA labels to strengthen semantic structure, collaborating across development, product, marketing, and customer service.

Tools: Figma, Google Analytics, WAVE, aXe, VoiceOver, NVDA, ARIA implementation

UI/UX DESIGNER

Confeitaria Roof

Maceió, Brazil (remote) · Dec 2020 – May 2021

- Contributed to revenue growth exceeding \$240,000 CAD by designing user flows for live lessons and an online course platform, directly supporting a new revenue stream.
- Conducted user research through surveys and follow-up interviews, implementing iterative UX improvements that increased customer satisfaction and reduced friction in the booking process.
- Designed information architecture and UX flows optimized for first-time users, ensuring intuitive navigation and clear calls to action throughout the customer journey.

Tools: Figma, user research, information architecture, UX flow design

EDUCATION

Post-Degree Certificate in User Experience Design

Anhanguera Educacional, Brazil · Mar 2024 - Jul 2024

Post-Degree Certificate in Front-End Development

Anhanguera Educacional, Brazil · May 2024 - Sep 2024

Associate of Arts

University Canada West, Vancouver, BC · Jun 2023 - Dec 2024

Diploma in Computer Information Systems

Estácio de Sá University, Brazil · Aug 2020 - Jul 2022

CERTIFICATES

UI Design Certificate

UI Booster (e-learning) · Jul 2022

UX Design Certificate

Design Circuit (e-learning) · Jun 2020

LANGUAGES

Portuguese: Native

English: Fluent

French: Proficient