

## **WAGNER CARVALHO**

Product & UX Designer

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### **SUMMARY**

Product & UX Designer with 15+ years of experience across agencies, startups, and enterprise SaaS. I design end-to-end digital products, from discovery and research to prototyping and delivery. Strong focus on simplifying complex systems, accessibility, and creating clear, consistent interfaces that balance user needs and business goals.

### **CORE SKILLS**

*UX & Product Design:* User research, interviews, surveys, personas, user journeys, information architecture, user flows, usability testing, discovery, MVP definition, roadmapping.

*UI & Visual Design:* High-fidelity interfaces, responsive web & mobile design, design systems, accessibility, component libraries, interaction states.

*Tools & Delivery:* Figma, Axure RP, Adobe Creative Suite, Supabase, Vibe Coding (AI-assisted front-end collaboration), basic HTML/CSS.

*Additional:* Branding, motion/visual storytelling, cross-functional collaboration, stakeholder workshops, design documentation & handoff

### **PROFESSIONAL EXPERIENCE**

#### **Product Designer**

Vegan Check – Ireland ([www.vegancheck.co](http://www.vegancheck.co))

May 2025 – Present

- Founded and led the design of a mobile-first platform that helps vegans discover plant-based products nearby through geolocation and community input.
- Conducted user research in vegan social media groups to validate the problem, map behaviours, and define core journeys and product scope.
- Designed end-to-end experience in Figma: user flows, wireframes, and high-fidelity UI for search, product discovery, wishlists, profiles, and gamified community features.
- Collaborated in an AI-assisted “vibe coding” workflow using React and Supabase, iterating quickly from prototype to live product while maintaining design quality.

#### **Lead UX Designer**

Hewlett Packard Enterprise – Galway, Ireland

Jan 2022 – Apr 2024

- Led UX for enterprise SaaS tools that exposed complex infrastructure and security data to technical users in a clear, actionable way.
- Planned and ran discovery activities, interviews, and usability tests to refine workflows, reduce friction, and align product decisions with user needs.
- Created and evolved a component-based design system, improving consistency, accessibility, and collaboration across distributed product teams.

- Partnered closely with PMs and engineers to scope features, align expectations, and ensure high-fidelity designs were implemented as intended.

### **Product Designer**

Nova Leah – Dundalk, Ireland

Jun 2019 – Feb 2022

- Designed core workflows for SelectEvidence, a cybersecurity compliance platform for medical devices in a highly regulated environment.
- Translated 200+ regulatory requirements into clear UI patterns and step-by-step flows that made complex data human-readable.
- Delivered interactive prototypes and demos used for customer validation, sales conversations, and internal alignment.
- Helped streamline compliance workflows and reduce onboarding effort by clarifying tasks and surfacing relevant information at the right time.

### **Digital Designer**

Oliver Agency – Dublin, Ireland

Sep 2017 – Jun 2019

- Designed landing pages, microsites, and digital campaign assets for brands such as BMW, AXA, Musgrave, and Bank of Ireland.
- Balanced creativity and performance, using data and briefs to create conversion-focused layouts, visuals, and interactions.
- Collaborated with marketing and development teams to ensure responsive designs and consistent brand expression across channels.

### **Creative Designer**

EPX Printing – Maynooth, Ireland

Nov 2016 – Feb 2017

- Worked directly with local businesses to design brand assets, menus, flyers, and storefront signage from concept to final artwork.
- Advised clients on visual communication and layout choices to align design with business goals and local audiences.

### **UX Designer**

Connectors Marketplace – Ireland

Sep 2016 – Nov 2016

- Joined an early-stage startup to help define the first version of a marketplace platform.
- Created user journeys, low- and medium-fidelity wireframes, and clickable prototypes to explore and validate the value proposition.
- Collaborated with founders and developers to iterate quickly based on feedback and technical constraints.

### **EDUCATION**

- Professional Certificate – Designing for Accessibility - UX Design Institute, Ireland – 2025

- Foundations of User Experience (UX) Design – Google – 2022
- UX Design – Foundation Training – 2018
- Postgraduate Diploma – Fundamentals of UX Design - Institute of Art, Design & Technology (IADT), Ireland – 2018
- BA Degree in Advertising & Marketing – 2004

## **Product & Media Initiatives**

### **Founder & Host – Manada Podcast – [www.manadapodcast.com](http://www.manadapodcast.com)**

Host and producer of a podcast exploring creativity, technology, and human stories.

Responsible for visual identity, content planning, and production, strengthening communication, interviewing, and storytelling skills that support my work as a Product/UX Designer.

### **Ironlinked - [www.ironlinked.com](http://www.ironlinked.com)**

A web platform that connects athletes, coaches, brands, and fitness and bodybuilding federations.

Responsible for user research, defining flows and information architecture, prototyping in Figma, and responsive interface design focused on professional profiles, segmented search, sponsorship opportunities, and competition calendar, working in a Vibe coding development flow (AI-assisted coding) to quickly validate and implement UX solutions on the platform.