

Vyctor Hugo Brzezowski

Brazilian designer who ships code. Graduated in Computer Engineering but somehow ended up caring less about how computers are built than about the experience of the people using them. And recently, agents.

📞 +55 61 98593-0031 📍 Brasília, Brasil (UTC -3)

🌐 github.com/vyctorbrzezowski
@ hi@vyctor.com.br
🔗 x.com/vhbrzezowski
🔗 linkedin.com/in/brzezowski

Experience

Head of UX

Jul 2023 - Present

Remote

🇧🇷 Claretiano - Rede de Educação

- Centralized UI/UX strategy for a broad redesign of services across 100+ higher-education units and 10 schools, establishing a Figma design system and rapid prototyping process.
- Redesigned enrollment funnels by identifying application forms as the main drop-off point, reducing enrollment time from weeks to under 8 minutes.
- Designed an AI-powered admissions evaluation system, cutting candidate response time from 15 days to seconds and reducing analysis cost to US\$0.10 per evaluation.

Product Designer

Jan 2022 - Mar 2023

Remote

🇧🇷 Metrôpoles - News Portal

- Designed the integration methodology for acquired portals inside a 100M+ monthly-visit media ecosystem, preserving each portal's identity while aligning them with the Metrôpoles brand.
- Optimized ad revenue surfaces with A/B testing and heatmap analysis, improving ad CTR by up to 25% without degrading the reading experience.

Product Designer

Jun 2020 - Dec 2020

Remote

🇧🇷 Hotmart - Latin America's Largest Digital Products Platform

- Helped design HotPay, Hotmart's global payments system; the platform processes over US\$10B annually across 22 currencies and 188 countries.
- Contributed to Hotmart's member area (LMS) and mobile-first checkout experiences, including one-click buy, upsell, testimonials, and exit-intent flows.

Founding Designer

Jun 2018 - Jun 2023

Hybrid

 Direção Concursos - EdTech

- Led founding design strategy for a company that became Brazil's 3rd-largest public-sector exam-prep business within a year, in one of the country's most active education niches.
- Designed PDF 2.0, unifying reading, video lessons, question banks, and learning analytics into one workflow when the market still split each experience across separate platforms, driving a spike in new subscriptions.
- Built a lead-generation content engine averaging 15,000+ organic leads per month for over two years through coordinated podcasts, ebooks, and study materials.

IT Intern -> Security Analyst -> InfoSec Manager

Aug 2015 - Oct 2018

On-site

 Estratégia Concursos - EdTech

- Built the company's anti-piracy/security function from an IT internship into a 5-person operation, later leading the team as Information Security Manager.
- Developed proprietary DRM with hidden watermarking and content fingerprinting, enabling forensic leak identification across educational materials.

Marketing Intern

Feb 2015 - May 2015

On-site

 Resort La Torre

- Helped design YAGO, a proprietary digital concierge platform deployed on tablets in each hotel room, connecting guests with resort services, service requests, reservations, activity schedules, and internal hospitality workflows.

Education

Universidade de Brasília

2016 - 2019

 Computer Engineering