VINICIUS KRAUSE • Product Designer

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SUMMARY

I'm a Brazilian designer based in Munich, Germany, with over 16 years of experience creating digital products at companies including Visa, Freeletics, Experian, and Globo. I combine product strategy, information architecture, and interface design to turn complex problems into clear, useful experiences.

My work spans payments embedded in banking apps, financial products, acquisition and monetization experiments, and large-scale publishing platforms. At Globo, I worked on a CMS serving more than 40 digital products. I have also developed design systems and redesigned an iOS app that was featured on the App Store.

EXPERIENCE

Staff Experience Designer at Visa

Jan 2022 – Present

- Led product design for a global white-label micropayment platform embedded in digital banking apps, translating complex payment requirements into mobile user journeys.

- Led design work for a white-label mobile payment solution serving acquirers and merchants across international markets, collaborating with product and engineering throughout implementation.

- Developed an AI-assisted framework to adapt a global design system to different product brands, establishing an approach to multi-brand customization.

Senior UX Designer at Freeletics

Ago 2018 – Jan 2022

- Planned, designed, and analyzed growth experiments focused on user acquisition and monetization, contributing to increased revenue.

- Used experiment findings to inform design iterations and growth hypotheses, connecting product design decisions to acquisition and monetization goals.

Product Owner at Experian
Aug 2017 – Jul 2018

- Led the research and design of a consumer credit app for the Brazilian market, translating credit score and credit assessment information into mobile experiences.

- Connected research findings with product design decisions to help users understand their credit profile and identify opportunities to improve their score.

Senior UX Designer at Globo.com
Mar 2015 – Jul 2017

- Designed a design system and key features for a cloud-based CMS serving more than 40 digital products at Globo, a major Latin American media company.

- Used reusable interface patterns to support editorial workflows across a product portfolio reaching more than 60 million unique visitors per month.

Senior Information Architect at Gazeta do Povo
May 2012 – Feb 2015

- Redesigned article browsing and reading experiences, using information architecture and interface design to improve content navigation.

- Created a functional ontology to structure editorial content and support content discovery.

- Managed the migration of editorial content to a new platform, coordinating content organization through the transition.

Wunderman Thompson (Mirum Agency)
Feb 2008 – Apr 2012

User Experience Lead
Feb 2011 – Apr 2012

- Led a UX team specializing in interaction design, UX research, SEO, and content strategy.

- Responsibilities included hiring, team development, overseeing UX processes, client presentations, and technical assessments.

Information Architect
Feb 2008 – Feb 2011

- Redesigned the O Globo and Extra online platforms—two of Brazil's largest newspapers.
- Conducted user research and usability tests.
- Designed various products, including social networks, mobile apps, intranets, games, e-commerce sites, and campaigns for clients such as HSBC, Ford, Johnson & Johnson, and Coca-Cola, among other global brands.

EDUCATION

Bachelor's in Social Communication - Journalism

Pontifical Catholic University of Paraná
Curitiba, Brazil · 2005 - 2009

LANGUAGES

Portuguese - Native proficiency
Spanish - Full professional proficiency
English - Full professional proficiency
German - Intermediate proficiency (Certified B1 level)