

VITÓRIO BENEDETTI

design leader • design manager • design strategist

617 417 7574 .

vbenedetti@gmail.com

<http://www.linkedin.com/in/vbenedetti/>

www.vbenedetti.com

Reimagining the way we inhabit and interact with the planet is the most urgent task we must tackle in this generation and I believe design has an important role to play in this shift. Design has the power to extend empathy beyond the user or consumer into the entire ecosystem. Let's design services and products that bring the best of our **humanity** in their engineering, design and business approaches—something that feels like a soulful laughter or a warm hand from a friend.

COMPETENCES

20+ years of design experience • 14+ years designing experiences in digital platforms mobile & web
7+ years in design management and leadership • hiring and team building • design strategy • mentorship • product definition • conceiving & brainstorming • design process and methodologies • information architecture
• wireframing • prototyping • user-centered design • agile • design thinking • workshop facilitation

PROFESSIONAL EXPERIENCE

02.2023 - present . Metabase, remote, CA.

Staff Product Designer (strategy • data • B2B)

- Design in a fast-paced fully remote and globally distributed startup
- Deliver across many topics including admin settings, data visualization, reporting dashboards, and developer centric embedded experiences
- Redesigned 150+ icons plus a set of guidelines that enabled other designers to contribute to the system harmoniously and independently
- Contribute to processes and methods to improve quality of design work

07.2021 - 12.2022 . Meta/Facebook, Menlo Park, CA.

Design manager (strategy • leadership • enterprise)

- Managed and grew the Ads Insights design team (8 to 14 FTE incl. 1 manager)
- Supported designers delivering 8 different products in 5 pillars
- Accountable for the experience of reporting products that deliver 80% of the company's revenue incl. Ads Manager table
- Shaped processes and methods to improve design impact and designers participation in a predominantly technical space

05.2018 - 07.2021. Meta/Facebook, Menlo Park, CA.

Design lead (mobile • www • enterprise)

- Delivered strategy and design of 0 to 1 products in Social Impact
- Established design as a discipline in a heavily technical space of Measurement Foundations (from solo to 5 PDs, 1CD, 1UXR)
- Designed the first product to visualize and navigate the metric calculation pipeline reducing ticket response time from days to minutes
- Sponsored and participated in the first ethnographic research for metrics which influenced mid and long term roadmaps and processes

10. 2017 - 05.2018. Xoom, a PayPal service, San Francisco, CA.

Mobile design lead (Android • iOS • mobile)

- Led the UX design for the native mobile apps in both platforms
- Implemented design process and design agenda to improve partnership with PMs and engineers
- Reshaped the experience of customer facing emails, replacing 97 templates with a simpler modular system based on jobs to be done

01.2016 - 10. 2017 . GE Healthcare, San Ramon, CA.

Creative Director for the Design System for Healthcare (mobile • web • cloud • healthcare devices)

- Successfully implemented a common pattern library for all GE Healthcare design teams including a completely redesigned color system and iconography guidelines
- Responsible for the platform design patterns and for reviewing contributions from other teams to the pattern library
- Formulated and shared a vision for a single source of design guidance, driving adoption across the organization

01. 2015 - 01. 2016 . HERE - Customer Solutions, Berkeley, CA.

Head of design - (Android • iOS • mobile • analytics)

- Set up a team to cater for HERE clients on the West Coast
- Created strategies and concepts alongside business development for clients and partners including Yahoo, Amazon and Facebook
- Analytics evangelist within the HERE design community - design and implementation of best practices and related discussion group

07. 2013 - 01. 2015. HERE - Local Knowledge, Cambridge, MA.

Senior UX manager / Design site lead - (Android • iOS • mobile • multiside platform)

- Managed a 6-designer team plus one user researcher
- Process improvement between designers and engineers in Agile sprints (identified, designed and implemented)
- Accountable for place discovery and recommendations (mobile and web)
- Creative Direction and design strategy of the HERE Explore Beta app - released 2 months ahead of time
- Responsible for guidance and direction to other global product teams integrating place experiences
- Led the design of a 0 to 1 product (HERE Guides)

03. 2012 – 07. 2013 . Nokia/ HERE, Berlin, Germany

UX manager - Web experiences - (desktop • mobile web)

- Managed a team of 11 designers
- Accountable for HERE.com, m.here.com and Prime Places product experiences
- Led the successful re-branding of Nokia Maps to HERE - being the first product to display the new brand
- Responsible for guidance and direction to other global product teams integrating into here.com
- Delivered a complete re-design of m.here.com expanding the mobile only design to tablet and other responsive formats

02. 2011 – 03. 2012 . Nokia/ HERE, Berlin, Germany

Lead UX designer - maps.nokia.com

- Team lead with creative ownership for maps.nokia.com
- Worked closely with the business owner and product owners on the product definition and release approvals
- Creative direction on the 'squircles' character collection used across products
- Released major features on the website such as traffic information on the map and city / destination pages with information for travellers and locals alike

12. 2009 – 02. 2011 . Nokia/ HERE, Berlin, Germany

Interaction Designer - Route planning on maps.ovi.com

- Responsible for the pedestrian and car route planning on maps.ovi.com (60+ % of website traffic)
- Concept, specification designs and implementation follow-up of the first release of Public transport routing in Nokia's maps
- Member of UXcellence program - redesign of maps.ovi.com (8/2010) - raising the net promoter score from -20 to +5

EDUCATION

2006 – 2009 . Master of Arts in Interaction Design

[UID – Umeå Institute of Design, Umeå University, Umeå, Sweden]

1997 – 2001 . Bachelor in Industrial Design

[ESDI - Escola Superior de Desenho Industrial, Rio de Janeiro State University, Rio de Janeiro, Brazil]

RESEARCH & ACADEMIC ACTIVITIES

02.2012 . Multilayering course tutor - complex data visualization techniques.

[Umeå Institute of Design, Umeå, Sweden]

01 – 07.2008 . Design Internship - XRCE – Xerox Research Center Europe, Grenoble, France

- Development of interaction concepts for the Discovery phase in corporate litigation software
- Ethnography support in interviewing project participants

07 – 12. 2008 . Siemens Corporate Research, Princeton, USA

Graphic and Interaction Designer

- Graphic interfaces [early conceiving and production assets] for Intelligent building management software (not yet on market) • Production assets for medical imaging equipment software
- Information architecture and website for proprietary imaging programming language

02 – 08. 2006 . CORMARK INC. Rio de Janeiro, Brazil

Product designer - point of purchase displays for multiple clients

- 3D modelling and photorealistic rendering for point of purchase displays
- Concept and presentation of products
- Design for manufacturing

06. 2002 – 06. 2005 . DPH – Historical Heritage Department / Fundação Oswaldo Cruz, Rio de Janeiro, Brazil

Graphic designer (print • exhibitions • signage)

- Graphic design and production management of books and other printed material such as posters and brochures
- Visual identity for the Manguinhos Workshop School
- Curation and Exhibition design - including all graphic material about the department's restoration work, techniques and processes

02. 2003 – 10. 2005 . UNIDESIGN, Rio de Janeiro, Brazil

Graphic and Product designer (print • exhibitions • signage)

- Design and layout of books, corporate magazines, art catalogues as well as information diagrams
- Graphic and structural design for signage systems, museum displays and exhibition stands
- Concept and asset production for several company and state park visual identities in Rio de Janeiro

AWARDS & PATENTS

05.2012 – 06.2013 . New Cartographies exhibition and symposium

- Co-authorship of the winning project for exhibition and symposium of Pró-Design competition, held by Rio de Janeiro City Council • Creative direction on graphic collateral for website and experiments
- Cartographic expert overview on exhibition and project definition [in collaboration with Campo arquitetura e Design]

2013. Display Screen Icons - Mr. Squircle Icon/Character Collection. DM/080802.

- Granted: January 30, 2013 Inventors: Vitorio Benedetti, Tanja Neubert, Ricardo Santos, Raymond Ho

2011 - Method and apparatus for providing personalized presentations based on navigation information. NC72211US (P4026US00)

- Issued: November 3, 2011 Assignee: Nokia Corporation Inventor: Vitorio Benedetti