

ELLIS VICTORIA

Product designer specialising in multi-brand design systems, Figma Variables, accessibility, and AI-assisted design operations. Currently contributing to a design system serving six BMW Group brands.



CONTACT



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[LinkedIn](#)



ellisdesign.xyz



Porto, Portugal

SKILLS

- Design system architecture
- Design tokens and semantic theming
- Figma Variables and modes
- Multi-brand governance
- Accessibility and WCAG 2.2
- Component libraries and documentation
- Enterprise product design
- AI-assisted design operations
- User research and stakeholder workshops

COURSES & DEVELOPMENT

- UX Certificate - NN/g, 2022
- AI Design Systems - Memorisely
- UX Research: Journey Mapping - LinkedIn, 2022
- Master Lateral Thinking - Udemy, 2024

WORK EXPERIENCE

7+ years

Digital Product Designer

Critical TechWorks · 2022 - Present

- Contributed to the architecture of a multi-brand design system supporting six BMW Group brands, including BMW, MINI, MOTORRAD, Rolls-Royce, ALPINA, and Alphabet.
- Built a three-layer token architecture using Figma Variables, separating primitives, semantic brand modes, and component tokens to support brand switching without duplicating components.
- Facilitated cross-team workshops and usability sessions to align six brand teams on shared patterns and interaction standards.
- Embedded WCAG 2.2 accessibility checks into the component review process, reducing post-release compliance issues.
- Introduced AI tooling for design documentation and token auditing, reducing manual review time.

UI Designer

Hi-Interactive · 2018 - 2022

- Created a unified iconography and UI style guide for Galp, defining four icon styles on a shared 24 × 24 px grid across web and mobile products.
- Redesigned EuroBic digital banking experiences for web and mobile using OutSystems patterns, simplifying navigation and improving interface clarity.

EDUCATION

Visual Arts & Multimedia

University of Évora, Portugal
2013 - 2016

Web Design

World Academy - Lisbon, Portugal
2017 - 2018