

Victor Luck

UX / Product Designer | UX Research

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Profile

Berlin-based UX and Product Designer with 18 years of design experience, including AWS, GfK and INDT (Nokia R&D). Turns complex data and B2B workflows into usable products through user research, product discovery, prototyping and usability testing. Hands-on experience across cloud platforms, industrial AR and insurance products.

Core skills

User experience (UX) • Product design • User research • Research synthesis • Jobs to be Done (JTBD) • Product discovery • Prototyping • Usability testing • Design thinking • Design sprints • Design systems • UI design • Figma • B2B workflows • Data visualisation

Professional experience

Senior UX Designer | Amazon Web Services (AWS)

Jan 2022 - Nov 2025 | Berlin, Germany

- Designed cross-account resource search and management experiences for AWS Resource Explorer, supporting visibility into cloud infrastructure.
- Defined UX requirements through Jobs to be Done frameworks, research synthesis and collaboration across teams.
- Designed reusable resource search and management patterns adopted in the Cloudscape design system.
- Ran an unmoderated study with 100 customers to inform resource-management priorities, filters and actions.
- Designed AWS Holodex Explorer interfaces for internal project dependencies, delivery risks and organisation-wide initiatives.

Senior Product Designer | GfK

Jul 2021 - Dec 2021 | Berlin, Germany

- Led research and product strategy workshops for a global retail intelligence platform.
- Designed workflows connecting customer insights with real-time retail data and translated business KPIs into UX requirements.

Senior Product Designer | Ziegert

Jun 2020 – Jun 2021 | Berlin, Germany

- Led product discovery and designed end-to-end workflows for property data and acquisition processes.
- Established DesignOps practices and early design system foundations.

Professional experience continued

Lead UX Designer & Product Owner | INDT (Nokia R&D Institute)

Mar 2018 – Jan 2020 | Brazil

- Delivered B2B platforms across enterprise R&D programmes for clients including Epson, Huawei, Philips and Motorola.
- Led UX and product ownership for Epson industrial AR applications, covering production analytics, assembly guidance and usability research.
- Designed Nightingale drone-monitoring interfaces for a system used by Google, Cisco and General Motors.
- Defined UX frameworks and operational templates to support consistency across projects, and acted as Product Owner on innovation programmes.

Senior Product Designer | Wiz Bank & Insurance Solutions

Jan 2017 – Mar 2018 | Brasilia, Brazil

- Led UX research, design sprints, prototyping and usability testing for insurance products used across Latin America.
- Designed responsive interfaces for Caixa Seguradora's award-winning insurance concierge service, and an AR training product for insurance brokers.

Startup UX Founder | Innovation Hub Programs

Apr 2015 – Jan 2016 | Brazil

- Led product strategy, UX research and design across startup incubation programmes.
- Worked with investors, technical teams and early adopters to validate market fit.

Earlier experience

Creative Director | Brazil | 2006 – 2015

Career across copywriting, art direction and creative leadership, with work in brand systems, editorial design, e-commerce and early digital product interfaces.

Education

B.A. in Product Design | Cruzeiro do Sul University, Brazil | 2022

Professional certifications | Reference letters

Languages

English: fluent, professional working proficiency | Portuguese: native