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PROFESSIONAL SUMMARY

Product Designer with 10+ years of experience designing web and mobile products in banking, enterprise software, government, and agrotech sectors. Skilled in end-to-end product design, user research, usability testing, and design systems. Strong collaborator with product and engineering teams, focused on delivering scalable, user-centered solutions aligned with business goals.

WORK EXPERIENCE

User experience design

Jun 2025 - Present

Fóton Informática (Client: Caixa Econômica Federal Bank) • Brasilia, Brazil

- Consult with clients to establish the overall look, graphic elements and content of communications materials in order to meet their needs
- Develop the graphic elements that meet the clients' objectives
- Prepare sketches, layouts and graphic elements of the subjects to be rendered using traditional tools, multimedia software and image processing, layout and design software
- Estimate cost of materials and time to complete graphic design
- Establish guidelines for illustrators or photographers
- Coordinate all aspects of production for print, audio-visual or electronic materials, such as Web sites, CDs and interactive terminals
- Coordinate sub-contracting
- Work in a multidisciplinary environment
- Supervise other graphic designers or graphic arts technicians.
- Develop and produce realistic or representational sketches and final illustrations, by hand or using computer-assisted design (CAD) software, for printed materials such as books, magazines, packaging, greeting cards and stationery
- May adapt existing illustrations.
- Designed complex financial workflows for large-scale internal banking platforms
- Conducted usability testing to validate flows and improve task efficiency
- Partnered with PMs and engineers to balance regulatory, business, and user needs
- Contributed to reusable UI patterns and internal component libraries

User experience design

Nov 2022 - Jun 2025

Polibras Software • Aquiraz, Brazil

- Consult with clients to establish the overall look, graphic elements and content of communications materials in order to meet their needs
- Develop the graphic elements that meet the clients' objectives
- Prepare sketches, layouts and graphic elements of the subjects to be rendered using traditional tools, multimedia software and image processing, layout and design software
- Estimate cost of materials and time to complete graphic design
- Use existing photo and illustration banks and typography guides or hire an illustrator or photographer to produce images that meet clients' communications needs
- Establish guidelines for illustrators or photographers
- Coordinate all aspects of production for print, audio-visual or electronic materials, such as Web sites, CDs and interactive terminals
- Coordinate sub-contracting
- Work in a multidisciplinary environment
- Supervise other graphic designers or graphic arts technicians.
- Consult with clients to determine the nature and content of illustrations in order to meet their communications needs
- Develop and produce realistic or representational sketches and final illustrations, by hand or using computer-assisted design (CAD) software, for printed materials such as books, magazines, packaging, greeting cards and stationery
- Assist in developing storyboards for electronic productions such as multimedia, interactive and digital products and television advertising and productions
- May adapt existing illustrations.
- Led the structuring of UX and Product Design processes across teams
- Introduced analytics tools (UXCAM, Clarity, GA) to support data-driven decisions
- Conducted research and usability testing to guide product improvements
- Helped shift product decisions toward user-informed prioritization

UI Designer

Jan 2022 - Nov 2022

- Initiated the company's first Design System for scalability and consistency
- Redesigned key workflows to improve usability and accessibility
- Design, write, read, test, and correct code for new software
- Analyze information to recommend and plan the installation of new systems or modifications of an existing system
- Evaluate simple interrelationships between programs such as whether a contemplated change in one part of a program would cause unwanted results in a related part
- Program animation software to predefined specifications for interactive video games, Internet and mobile applications
- Write, modify, integrate and test software code for e-commerce, Internet and mobile applications
- Develop, implement, modify and maintain gameplay features that integrate effectively into existing software
- Write documentation for new and updated software.

Product design

Feb 2018 - Jan 2022

RAV Tecnologia (Agrotech) • Fortaleza, Brazil

- Conducted field research with farm workers to understand operational challenges
- Designed tools for low-digital-literacy users, improving clarity and efficiency
- Created and validated prototypes through usability testing
- Develop, write, modify, integrate and test Web site related code and Web application interfaces
- Conduct tests and analyze data to monitor quality, security, user interface experiences and to identify areas for improvement
- Develop and implement procedures for ongoing Web site revision
- Monitor and maintain Web site functionality
- May participate in Web site architecture and design in collaboration with designers or clients
- May research and evaluate a variety of interactive media software products.

Graphic designer

Feb 2008 - Jun 2016

Grafica Digital Fortaleza • Fortaleza, Brazil

- Consult with clients to establish the overall look, graphic elements and content of communications materials in order to meet their needs
- Determine the medium best suited to produce the desired visual effect and the most appropriate vehicle for communication
- Develop the graphic elements that meet the clients' objectives
- Prepare sketches, layouts and graphic elements of the subjects to be rendered using traditional tools, multimedia software and image processing, layout and design software
- Estimate cost of materials and time to complete graphic design
- Use existing photo and illustration banks and typography guides or hire an illustrator or photographer to produce images that meet clients' communications needs
- Establish guidelines for illustrators or photographers
- Coordinate all aspects of production for print, audio-visual or electronic materials, such as Web sites, CDs and interactive terminals
- Coordinate sub-contracting
- Work in a multidisciplinary environment
- Supervise other graphic designers or graphic arts technicians.
- Consult with clients to determine the nature and content of illustrations in order to meet their communications needs
- Develop and produce realistic or representational sketches and final illustrations, by hand or using computer-assisted design (CAD) software, for printed materials such as books, magazines, packaging, greeting cards and stationery
- Assist in developing storyboards for electronic productions such as multimedia, interactive and digital products and television advertising and productions
- Produce 2-D and 3-D animated drawings or computer illustrations
- May adapt existing illustrations.

EDUCATION

Industrial and product design (College/CEGEP)

Jun 2022 - Jul 2025

Universidade Anhembi Morumbi • São Paulo, Brazil

SKILLS

Product Design:

- Product Discovery
- User Research
- Usability Testing
- User Flows
- Wireframing
- Prototyping
- Interaction Design
- Accessibility (WCAG)

Systems & Strategy:

- Design Systems
- Component Libraries
- UX Metrics
- Data-Informed Decisions

Tools:

- Figma
- Maze
- UXCAM
- Microsoft Clarity
- Google Analytics
- Adobe XD
- IA tools

Process:

- Agile/Scrum
- Cross-functional Collaboration
- Developer Handoff

Technical:

- HTML
- CSS
- Basic JavaScript

PROFESSIONAL CREDENTIALS

Agile Leadership and Management

Design Systems documentation

DesignOps

Product Led Growth

Prototype testing

UX-UI: Interface design foundations

PROJECT HIGHLIGHTS

- Fatalyts — Mobile App (React Native): Published Android app created to explore mobile UX and interaction design. <https://play.google.com/store/apps/details?id=com.fatalyts>
- Mercado Pokémon — E-commerce Platform: Led user flows, research, and prototyping for a niche online trading card store. <https://www.mercadopokemon.com.br/>
- Other projects
Behance: <https://www.behance.net/ronydefreitas>