Paulo Gomes

Product Designer

(55) 62986050066 / paulo.wrks@gmail.com / Goiania, Goias, Brazil
LinkedIn: www.linkedin.com/in/paulowrks / **Portfolio:** www.paulo.works

5 years of experience with end-to-end design processes in cross-functional teams. Proven ability to identify user needs through in-depth user research and designing visually appealing experiences.

Work History

Product Designer

Apr 2023 - Sep 2024
Pixiv Inc. / Tokyo, Japan (Remote)

- Researched and analyzed design systems best practices and conceived components for the Pixiv Charcoal design system.
- Conceived 200+ icons for the company design system, elevating visual consistency across platforms and streamlining design work.
- Launched Pixiv Pastela, a mobile app that achieved #1 in the app store within its first week.

UX Researcher

Feb 2023 - Sep 2024
Pixiv Inc. / Tokyo, Japan (Remote)

- Led 7+ user research projects, uncovering actionable insights that directly informed design decisions and improved UX.
- Collaborated with 5 cross-functional teams, including designers, product managers, and developers, effectively translating research findings into actionable product improvements.
- Streamlined user experiences by identifying pain points through in-depth interviews.
- Leveraged qualitative and quantitative research methods to enhance the Pixiv x Wacom Drawfest event experience, contributing to a significant growth in participation.

Product Designer

Aug 2019 - Jul 2022
Access Rehab Health / Goiania, Brazil

- Spearheaded an iterative design process based on customer feedback and analytics, driving a 30% increase in e-commerce revenue.
- Directed a team of 6 employees to optimize key business processes, achieving a measurable increase in operational efficiency.
- Conducted comprehensive market research and analysis, identifying B2B and B2C opportunities, and aligning design strategies accordingly.
- Transformed the company branding guidelines, ensuring consistency across all touch points and products.

UX/UI Designer
Feb 2018 - Dec 2018
LABTIME Federal University Media Lab / Goiania, Brazil

- Delivered wireframes, mockups, and UI components for web and mobile SaaS products, working with a squad of 5 to successfully launch a new product within, meeting all project deadlines and requirements.
- Reduced project timelines in 2x by introducing new design handoff processes, resulting in increased team productivity without sacrificing quality.
- Developed interactive prototypes using no-code tools to validate designs, leading to 50% faster iteration cycles and improved final products.

Core Skills

End to End product design, UX/UI esign, UX research, Graphic Design, Brand identity, Design systems, Product management, No-code development, Figma, Adobe suite, Framer, Notion, Qualtrics XM

Education

Bachelors of Arts in Graphic Design
Federal University of Goias, Goiania, Brazil, Dec 2018

Courses

Product Management, TERA Professional Trainings, 2023
Product-led Growth, Mergo Experience School, 2021
UX Research, Mergo Experience School, 2021

Languages

English (Advanced), Japanese (Intermediate), Portuguese (Fluent)