





ABOUT

As a UX/UI Designer with nearly 5 years of experience, I have had the opportunity to collaborate with major companies such as Bradesco, MRV, Comgás, and B3 (the Brazilian Stock Exchange), among many other incredible experiences.

I am a problem solver in the digital product creation process. I enjoy working through all phases of the product lifecycle, from inception to completion, considering both user needs and business goals. However, I am also very skilled at optimizing and improving what has already been created.

LINKS

-  **Behance**
<https://www.behance.net/designlferreira>
-  **GitHub**
<https://github.com/designlferreira>
-  **LinkedIn**
<https://linkedin.com/in/designlferreira>
-  **Portfolio**
Coming soon...

EDUCATION

BTX Escola de Design, Produto e Tecnologia
In progress
Leadership in Design

BTX Escola de Design, Produto e Tecnologia
In progress
Product Design

Udemy - Gabe Zichermann
Completed in August 2024
Designing Gamification

EBAC - Escola Britânica de Artes Criativas & Tecnologia
Completed in May 2024
Introduction to Programming

EBAC - Escola Britânica de Artes Criativas & Tecnologia
Completed in May 2024
AI

EBAC - Escola Britânica de Artes Criativas & Tecnologia
Completed in May 2023
Bootcamp UX

Lucas Assis e Tiago Luchtenberg
Completed in November 2022
UI Start

Felipe Santana
Completed in October 2022
Figma Course

FIAP
Completed in January 2022
Design Thinking and User Experience

Alura
2017 to 2022
Various courses focused on Digital Product completed

Anhanguera
Graduated in 2021
Advertising and Marketing

Impacta
Completed in 2018
Adobe Pack

CNA
Completed in 2017
Inglês with Cambridge Certificate

SKILLS

- Design**
- User Interfaces
 - Product Design
 - User Experience
 - Wireframing
 - SaaS
 - Marketing Sites
 - Handoff
 - Design System
 - UX Writing
 - Motion Design
 - Navigable Prototype
 - Design Thinking
 - Responsiveness
 - Mobile First
 - AI
 - QA
 - Usability Testing
 - Accessibility
 - Agile
 - Scrum
 - Double Diamond
 - Service Blueprint
 - Atomic Design
 - User Story Mapping
 - Heuristics
 - Design Low-Code
 - Design No-Code
 - Gamification

- Programming**
- HTML
 - CSS
 - JavaScript
 - Phyton

- Work Tools**
- Figma
 - Webflow
 - Photoshop
 - Illustrator
 - Adobe XD
 - After Effects
 - InDesign
 - Framer
 - Notion
 - GitHub
 - InVision
 - Sketch
 - Krea
 - Maze
 - Miro
 - Audition
 - Adobe Premiere
 - Lightroom
 - Android Studio
 - XCode
 - Spline
 - Visual Studio
 - Creatie
 - Flutter Flow


LANGUAGES

- Portuguese**
Native
- English**
Level B2
- Spanish**
Basic

PLANNING

- Future learning**
- Front-end
 - Back-end
 - FullStack

WORK EXPERIENCE

 **Product Designer (UX/UI)** • Multiplica Crédito & Investimento
Dec 2023 → May 2024 Internal

- Creation of Design System, Style Guide, brand manual, tokens, KPIs and OKRs, high-fidelity mobile and desktop prototypes, creation of mockups, creation of layout for landing page and e-mail marketing, website, vector animation, video recording and editing, script writing, art for social media, creation of campaigns, application of usability tests, motion design and organization of internal documents, creation of templates.

 **Product Designer (UX/UI)** • MaviDev
Jan 2023 → Dec 2023 Internal

- Website implementations and optimizations to concentrate company content, a memory game for children and a complete application to facilitate organization and feedback for personal trainer students.

 **Product Designer (UX/UI)** • Sioux digital 1.1
May 2022 → Dec 2022 B3 (Stock Exchange)

- Product: Tesouro Direto, internal institutional platform, simulator, app and websiteObjective: Create and bring to life the new product focused on retirement, optimize the journey, flow and UX and UI of the website and application. Assist in the creation of the new product called Renda+ and bring to life the launch advertising campaign.

 **Product Designer (UX/UI)** • SYS4B
May 2022 → Dec 2022 Comgás

- Product: Internal applications for gas technicians and other areas. Objective: Optimize field work by creating new journeys, optimizing existing journeys, focusing on the user experience and innovating in the UI within the limits allowed by the brand, creating components for process agility and defending ideas.

 **Product Designer (UX/UI)** • MJV Technology & Innovation
Feb 2022 → Jun 2022 Bradesco


- Objective: Refine and improve the UX and UI of the entire mobile and desktop user journey. Taking care of the entire transfer journey of the Bradesco APP and also of the Global Solutions product.

 **Product Designer (UX/UI)** • D3_Company
Nov 2021 → May 2022 Comgás | MRV | Internal

- Product: Chatbot Creation + Promotional CampaignObjective: Creation of a chatbot for internal evaluation, accompanied by internal promotion for engagement.
- Product: Gas ContractingObjective: Attract and facilitate gas contracting through the Comgás portal, redesigning the journey and visual (UX and UI) of the desktop and mobile website.
- Product: Custom Furniture/WebsiteObjective: Improve the post-purchase process by ensuring the user has a pleasant journey and facilitating the customization of their property through the app/website

 **Product Designer (UX/UI)** • MaviDev
May 2021 → Oct 2021 Internal

- Product: Institutional website/ Children's mobile game/ Personal trainer-focused app.
- Objective: Build a website to concentrate the company's content, a memory game for children and a complete app to facilitate organization and feedback for personal trainer students.

 **Product Designer (UX/UI)** • Airluencers
Jan 2020 → May 2021 Internal

- Product: Landing pages/ Internal tools/ PropozallObjective: Collect leads for hiring and/or distribution of free ebooks through landing pages, redesign and improvements in the UX of the tools sold by the company and UI and UX refinements in the Propozall application. Visual and user experience makeover of the software.