

FILIFE ESTEVES

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EXPERIENCE

Stone

Senior Product Designer

São Paulo (remote)

Jul 2022 - Present

- New payment link experience that resulted in an increase in the active base, TPV and creation time.
- Redesign of the company's checkout experience, improving conversion.
- Development of new products and functionalities, from strategy to solution.
- Mediation of alignment meetings and workshops with highly relevant stakeholders.
- Contribution to the company's design system and documentation and technical reference in visual.
- Creation of low and high fidelity prototypes, with micro-interactions and handoff for development.

umpontoseis

Co-founder & Designer

Maceió (remote)

Jan 2020 - Aug 2023

- End-to-end design development for more than 10 national and international clients.
- Participation in projects in the financial, health and education niches.
- Development of brand strategy and web and mobile application experience.

WinSocial

Product Designer

Rio de Janeiro (remote)

Aug 2021 - Jul 2022

- Creation of the app specialized in the inclusion of risk groups and clusters in the life insurance product.
- Redesign of the organizational website with an increase in lead capture and conversion by 30% and 12%.
- Defining design processes with the product and development teams, using agile methodologies.
- Creation and management of user stories and information architecture with PMs and POs.
- Mediation of design sprints for MVP product development.

Weni by VTEX

Product Designer

Maceió (remote)

Nov 2020 - Aug 2021

- Unification of the company's existing products on a single platform, with different technologies.
- Creation and maintenance of the design system, defining rules, documentation and technologies.
- Creation of the learning area, improving onboarding and increasing the retention of new customers.
- Redesign of the institutional website, applying the new branding, modernizing it and increasing conversion.
- Mediation of workshops and mentoring for trainee and junior designers.

Trakto

UI/UX Designer

Maceió

Sep 2020 - Nov 2020

- Information architecture design and high-fidelity prototype of Trakto Links.
- Definition of business rules and experience design for the AlphaGraphics whitelabel editor.
- Contribution to the development of components for the company's design system.

EngApp

UI/UX Designer

Maceió

Jun 2019 - Feb 2020

- Participation in projects in different niches such as accounting, urban mobility and health.
- Creation of low and high fidelity prototypes, user flows and navigable prototypes.
- Definition of design processes with a small development team, using agile methodologies.
- Creation of personas, mediation of usability tests and definition of business rules.

Freelancer

Graphic Designer

Remote

Jan 2013 - Dec 2016

- Development of graphic pieces for physical and digital advertising.

PROJECTS

Durves Figma, JavaScript, HTML/CSS https://durves.com

A tool developed as a study in creative programming: it generates patterns of dots using certain properties. With this set, the algorithm can generate curves with these points, exporting them in .png/.svg to be used as materials in graphic design and UI/UX projects.

ADPList Mentor

I act as a mentor to the product design profession, helping new designers to move into a new area or to progress in their job, bringing points of view and sharing learnings.

UX Collective Writer

I work writing design articles for the design community, sharing my knowledge.

EDUCATION

Federal University of Alagoas Maceió, BR
Graduation Computer Science 2016 - 2017

Federal Institute of Alagoas Maceió, BR
Bachelor Information Systems 2018 - 2021

Union of the Americas University Center Descomplica Distance learning
Technologist Marketing 2023 - 2025

CERTIFICATES

Digital Business Metrics PM3
Course focused on metrics for digital products. Oct 2023

Design System, DesignOps, Culture and Leadership UXCO
Learning about design systems, design ops and design leadership. Mar 2022

Design System Specialist Meiuca
Advanced course for developing and maintaining design systems in large companies. Feb 2022

Design System & Ops Meiuca
Initial course for developing and maintaining design systems in companies. Aug 2020

Google Analytics for Beginners Google
Application of Google Analytics for tracking and monitoring product metrics. Jul 2021

SKILLS

Tools: Figma, Framer, WeWeb, Webflow, N8N, I.A., Amplitude, Hotjar, Jira, Github, VSCode
Design: Visual design and interaction, Wireframe, Information architecture, Prototyping, Research
Programming: JavaScript, HTML, CSS, Python
Language: English (B2), Portuguese (nativo)