

Alexandre Peixoto

UX/UI Designer

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📍 Amsterdam, Netherlands

With over 13 years of experience as a Graphic Designer, my passion for design has led me to explore new areas, and I am currently focusing on UX design to create engaging and effective digital experiences for users.

My current volunteer role as a UX/UI Designer with Design In Focus is proving to be a valuable opportunity for skill expansion and hands-on experience in the field. This experience is equipping me with the practical knowledge necessary to be well-prepared for the market.

In my free time, I enjoy exploring the local food scene, watching movies, attending photographic exhibitions, and trying out new red wines. I also enjoy playing games on my PS5. Please check my portfolio linked above.

WORK

EXPERIENCE

Design In Focus, UX / UI Designer Mar 2023 – Present, Amsterdam, The Netherlands

- Part of the UX Design team, working collaboratively, side by side with the UX Researcher to discover and design better and seamless experiences.

Horizon Digital Print Solutions, Graphic Designer Nov 2021 – Sep 2022, Dublin, Ireland

- Designed layouts for diverse clients across sales and service sectors;
- Collaborated closely with sales team and clients to design visually effective layouts;
- Designed aesthetically pleasing and functional layouts by understanding client goals and needs;
- In charge of large campaigns from file reception to production, ensuring timely delivery and high quality;
- Appointed responsible for graphic campaigns of company's biggest client after just one week of training;
- Managed over 150 graphic projects with tight deadlines, requiring high levels of organisation.

Manah Interactive Agency, Graphic Designer Freelance Jan 2018 – Dec 2021, Rio de Janeiro, Brazil

- Developed branding and communication strategies for companies of various sizes;
- Created print and digital materials, including brochures, flyers, and social media content;
- Collaborated with clients to understand their needs and goals;
- Handled multiple projects simultaneously while maintaining high standards and timely delivery.

Ecological Bureau of Printing, Graphic Designer and Production Manager Apr 2012 – Dec 2017, Niterói, Brazil

- Held a multi-faceted role at Bureau Ecológico as a Graphic Designer, Pre Press Designer, and Administrative Support, and helped to reach the 0% chemical use;
- Responsible to design various print and digital materials as a Graphic Designer;
- Managed the prepress and digital printing workflow, collaborating with the print team to decrease late shipping to almost zero.
- Provided administrative support, including data entry and customer service, which helped to alleviate 50% of the team leader's workload.
- Demonstrated flexibility and willingness to contribute in any capacity required.

Design and Print Shop – Ponto de Impressão, Graphic Designer Oct 2009 – Mar 2012, Niterói, Brazil

- In charge to design a wide range of printed and digital materials, also gained expertise in operating digital printing machines, verifying and preparing files for printing, and engraving CTP plates;
- I effectively contributed to the successful expansion of the company.

EDUCATION

Experience Haus London

UX / UI Design

- Design Thinking
- Double Diamond Process
- User Research
- Personas, Empathy Mapping, Experience Mapping
- User Flows, Journeys
- Ideation techniques
- Figma
- Wire-framing
- Prototyping
- Usability Test
- Handoff

Coursera, Google UX Design

Foundations of UX Design, #N7S8HWX6RPWL

Infnet Institute

Adobe Creative Cloud

- Photoshop
- Illustrator
- InDesign

Estácio de Sá

Bachelor's Degree, Industrial Design

TOOLS

Figma

Adobe Illustrator

Notion

Miro

Adobe Photoshop

Slack

Trello

Adobe InDesign

SKILLS

Design Thinking

Gestalt

Organisation and prioritisation of tasks

Design System

Grid

Definition of UI patterns

Colours theory

LANGUAGES

English – Professional working proficiency

Portuguese – Native