

profile

I'm an UX Designer aiming at working in innovative projects while breaking new grounds in the way users interact with digital interfaces.

I've been working with software interfaces for the last 8 years, serving world-class customers in a wide range of business areas - such as stock market softwares, HR & payroll systems and apps for smart cities and buildings. Working with projects from such different kinds of applications has given me a deep understanding of users expectations and reactions.

My academic background in Audiovisual Communication with an emphasis on Hypermedia and Filmmaking, which has given me an interesting mix of the artistic side of the business without losing sight of its technical requirements.

education

2003 - 2007 **São Carlos Federal University (UFSCar)**
Audiovisual Communication

Undergraduate research: "An essay about multilinear structures: From tabletop RPGs to online digital platforms" - CNPq, 2006

work history

2011 - Today **Apdata do Brasil Software**
Design & User Experience Manager

I lead a team that seeks to rethink how the company's HR Management System is used by its users.

The system developed by Apdata is among the leaders in its segment in Brazil but it is incredibly complex. My role is to make that complexity invisible to the end user and to the HR professionals that maintain it, while designing or redesign both new and legacy features.

I'm deeply involved in every step, from the planning of new functionalities, qualitative and quantitative researching, both high and low fidelity prototyping up to the final front-end implementation using HTML, CSS and JS. I directly work in projects for world-class customers such as Ericsson, Red Bull, Odebrecht, Amazon, among dozens of others.

2009 - 2011 **Nexus Sistemas**
Interface Designer

I have personally planned and designed hundreds of interfaces and use cases, from their basic wireframing to their visual fine-tuning in Delphi. I have worked in every main project from Nexus, which are asset management systems used by almost every major financial institutions from Brazil, such as Itaú and Bradesco.

2008 - 2009 **Soluttia Comunicação**
Webdesigner

I have designed interface layouts and drawn both 2D and 3D illustrations for dozens of e-learning projects for many prestigious customers, such as Coca-Cola, Fisher-Price, Natura and Souza Cruz. I have also been deeply involved in Augmented Reality projects and business games.

extra education

- 2014 Usability, User Experience and Interaction Design
Caelum Ensino e Inovação - São Paulo
- 2010 Object-Oriented Programming
Impacta Tecnologia - São Paulo
- 2006 Advanced 3DS Max
Cadritech Computação Gráfica - São Paulo

other works

Inferno3

I have created and worked in the development of Inferno3, an online text-based role-playing game targeted at visually-impaired players. The game has been online since 1999 to this day, having thousands of registered and active players.

Most of its player base is composed of completely blind users, so accessibility is a top priority. Even though the game is completely text-based, using text commands and written descriptions to guide the players through the gameplay, the core usability concepts involved are the same from graphical interfaces and I have learned much about this audience that's so often neglected.

Short-feature films

O Cadarço (2003)	Editing
O Tom da Consistência (2004)	Editing
Espelhos (2005)	Post-production
Casa de Vó (2005)	Direction
Do-Ré-Mi-Fábula (2005)	3D Animation
Para Chegar Até a Lua (2005)	3D Composition

skills

Adobe Illustrator	Advanced
Adobe Photoshop	Advanced
Sketch / Invision	Advanced
HTML/CSS/Sass	Advanced
Mac OSX, Windows	Advanced
Autodesk 3DS Max	Advanced
Adobe InDesign	Intermediate
JavaScript	Intermediate
ExtJS	Intermediate

languages

English	Proficient
Portuguese	Native
Spanish	Reading