

# CAIO GOULART

- UX/UI designer

Designer fascinated by the challenge of making everything we can see even more beautiful and functional.

I believe in continuous development, so studying is part of my lifestyle. I started my professional journey delighted with the infinite possibilities of Creation. From the minimalist logo to 3D animation, there has always been a thirst for knowledge that drives me to this day. During the process, I fell in love with the study of user behavior, which led my career to the UX and UI universe.

## Contacts

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- caio\_gbarros@yahoo.com.br
- <https://caiogbdesign.github.io/portfolio/>

## Experiências profissionais

2022 • 2023

UX/UI coordinator

Qualidoc

Main responsibilities:

- Develop A/B tests to analyze user usability;
- Lead the structure of the website and App navigation process and constantly monitor its usability;
- Idealize personas, create user journeys and adopt creative methods to transform the UX;
- Create the website and App wireframes;
- Create and develop the design of digital products, keeping visual communication up to date and in line with the style guide.
- Develop language studies in conversational interfaces within the dynamics of UX Design, to interact with the business areas and technical team;
- Analyze website and App performance;

Contacts for professional reference:

**Luisa Cagnini • Head Legal** - +55 11 91723-1991 - luisacagnini03@gmail.com

**Rafael Holtz • Head of IT and Integrations** - +55 51 8176-1666 - rholtzbr@gmail.com

2019 • 2022

Creative Coordinator

Qualidoc

Main responsibilities:

- Develop brand identity;
- Apply the design to the website and app UI;
- Monitor the Frontend;
- Carry out language studies and applications in conversational interfaces, within the context of the dynamics of UX Design, interacting with business areas and technical staff;

Contacts for professional reference:

**Nadia Zarour • Head of Marketing** - +55 51 99870-0052 - nadiazarour@gmail.com

2019

Digital Product Designer - Motion design

YouExp

Main responsibilities:

- Responsible for structuring the brand applications;
- Develop a structure for recording events and practical classes;
- Study user flow;
- Monitor website performance;
- Create brand awareness campaigns;

2018 - 2019

Web Designer - UX Pleno

Onofre Eletro

Main responsibilities:

- Responsible for redefining the brand with agencies;
- Collaborate with partners to achieve new brand results;
- Develop KV;
- Structure HTML of mkt emails;
- Create CRM Strategies;
- Develop usability studies;

2017 - 2018

Web Designer

Onofre Eletro

Main responsibilities:

- Collaborate with partners to achieve new brand results;
- Develop KV;
- Structure HTML of mkt emails;

2012 - 2015

Web Designer Pleno

Onvip

Main responsibilities:

- Develop KV;
- Structure HTML of mkt emails;
- Develop new brand identity;
- Carry out responsiveness studies for e-commerce;

Web Designer Júnior

Onvip

Main responsibilities:

- Develop KV;
- Structure HTML of mkt emails;

## Educação

2019

Spontaneous oratory

YouExp

UX project

Impacta

Advanced social media

Goobec

2018

Inglês

CCAA

2015

Technology in digital games

FMU

2012

Web design

Microlins

## Habilidades

UX/UI

Figma

Google Analytics

Google Optimize

Google Sheets

Desig

AI

Adobe Illustrator

PS

Adobe Photoshop

Motion/Video

AE

Adobe After Effects

PR

Adobe Preiere Pro

3D

Blender

Front end

HTML

CSS

JavaScript

Visual studio