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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🌐 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 Analyst
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
Analyst Web Designer
Onvip

Main responsibilities:

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

Junior Web Designer
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	Googe Analytics	Googe Optimize	Google Sheets
Desig	Adobe Illustrator	Adobe Photoshop		
Motion/Video	Adobe After Effects	Adobe Preiere Pro		
3D	Blender			
Front end	HTML	CSS	JavaScript	Visual studio