João Carlos Araújo dos Anjos Silva

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Professional Summary

Product Designer and UX/UI Designer with a strong background in front-end development, data analysis, and business intelligence. Skilled in designing user-centered digital experiences and transforming complex data into strategic insights. Hands-on experience with user research, prototyping, design systems, KPI analysis, and BPMN process modeling. Seeking to contribute to agile product environments by bridging business strategy, design, and technology.

Professional Experience

Product Designer & UX/UI Designer – Automining | Arapiraca, AL | Oct 2024 – Present

•   Lead the design of digital products, creating scalable and user-centered interfaces for operational management platforms.
•   Conduct user research, prototyping, and usability testing in Figma to validate user journeys and flows.
•   Build interactive dashboards and data-driven visualizations in Power BI, integrating product metrics and business KPIs.
• Model business processes using BPMN to optimize workflows and enhance automation.
•   Collaborate closely with development teams to ensure consistency across design, product, and technical delivery.

Project and Data Analyst Intern – Mineração Vale Verde | Craíbas, AL | Apr 2023 – Oct 2024

•   Developed dashboards and reports in Power BI, providing performance insights and data-driven decision support.
• Mapped workflows and optimized operational processes using BPMN.
•   Supported project management and performance meetings using agile methodologies and data analysis (SQL, Python).
• Designed visual materials for executive presentations and internal reports.

Data Research Fellow – Orion Project (UFAL) | Maceió, AL | May 2025 – Present

• Developed data-driven prototypes for distributed urban systems using Python and PySpark.
• Collaborated on scientific publications and data modeling (Data Lake and Data Warehouse).
• Applied agile methodologies and technical documentation for research and experimentation.

Education

Bachelor's in Computer Science – Federal University of Alagoas (UFAL) | 2022 – Present

Core Skills

UX Research | UI Design | Product Strategy | Design Systems | Data Visualization | Power BI | Figma | Angular | SQL | Python | BPMN | Agile | KPI Analysis

Languages

Portuguese: Native | English: Advanced