

# Mario Cecci

Product Designer | UX/UI Designer

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## SUMMARY

With more than 6 years of experience as a Product Designer, I specialize in creating intuitive digital products centered on the user's journey. My expertise is in interface design, usability, design systems and high-fidelity prototypes.

I had the opportunity to work in vibrant startups and multinational companies from different business niches, including in the United States. This experience provided me with global market experience and allowed me to develop skills in dealing with customers from different cultures and different user needs.

Proficient in leveraging key tools such as Figma, Visual Studio, usability test tools, and Adobe Creative Suite to increase product effectiveness and problem resolution. Skilled in user research and analysis, notions of development, creativity and problem solving. Known for a practical, data-driven approach to achieving business goals and delivering measurable results. Passionate about using innovative and interactive design techniques, I understand when to use the appropriate techniques and components.

## SKILLS

**Proficient:** Figma, Adobe Illustrator, Adobe Photoshop, Adobe After Effects, Adobe XD, Communication

**Intermediate:** Visual Studio, HTML/CSS, Digital Marketing, Branding, Usability Test, SEO

**Beginner:** Flutter, Framer, Project Management

## PROFESSIONAL EXPERIENCE

### UX Designer PL

Virdee, Austin, US – Remote

October/2022 to Present

#### Core Responsibilities:

- I solve the demands of design, usability and general improvements of the product. Through Jira, I analyze, research and direct a solution for evaluation by the team. Using the current tools offered by Figma and paying attention to the new features of the product, which is constantly evolving.
- I structured the Design System in Figma, based on the design already created, assembling the styles, components, variants and variables to facilitate future improvements and accelerate the product's growth.
- I set up the entire flow of the Mobile product's user journey through FigJam with connections, choice points and level of user interaction. I presented it at a meeting to gain understanding from everyone involved. As a result, several usability improvements were detected as well as new insights and involvement from everyone on the team.
- I worked together with another designer to implement the design of the mobile version on the tablet, which is used in the Kiosk version. Using responsiveness theory and using breakpoints in Figma, it was possible to analyze and study different scenarios before investing time in the final design. Validating usability in Wireframe and understanding the product with more information.

**Key Technologies and Tools:** Figma, Jira, Design System, FigJam, Components, Variants, Variables.

### UX/UI Designer PL

BASE DIGITAL, Rio Grande do Sul, BR – Remote

August/2022 to May/2023

#### Core Responsibilities:

- Created coordinated design plans to have problems resolved by working effectively with development and production teams. I sought determined feasibility of implementing design ideas based on factors such as function and ease of maintenance.
- I studied the problems and use of design with accessibility testing and contrasting tools to achieve successful solutions. Optimized projects incorporating feedback from marketing, management and production departments.
- Collaborated with designers across teams to raise the bar on quality and continually improve design processes, principles, systems, and tools.
- Created and maintained the Design System and Style Guide in Figma. Also working on the creation of high-fidelity screens and prototypes.

**Key Technologies and Tools:** Figma, Jira, Design System, FigJam, Components, Variants, Variables.

## Product Designer

Conlife, São José dos Campos, BR – Hybrid

July/2020 to January/2023

### Core Responsibilities:

- I created the brand's visual identity, from the logo design to the website, using Figma, Adobe XD, Adobe Illustrator, Visual Studio Code, Adobe After Effects and documented the entire process with Miro.
- I worked together with the business and technical teams using the Slack communication tool to understand user needs, mapped in qualitative and quantitative research, and translate them into high-fidelity wireframes and prototypes in Figma, testing them with UserTesting.
- I applied the brand's style guide, created in Figma and documented in Miro, consistently across all features and improvements, managing projects in Asana, ensuring a cohesive experience for users.
- I collaborated with the development team to implement the screens and prototypes, mapping and sharing user needs throughout the entire process.
- **Key Technologies and Tools:** Figma, Jira, Design System, FigJam, Components, Variants, Variables.

## EDUCATION

### Bachelor of Social Communication: Advertising and Propaganda

UNIVAP, São Paulo, Brazil

January/2017 to December/2020

- **Relevant coursework:** Fundamentals of Design, User Experience, Communication, Digital Marketing, Design Thinking, Startup, IT, Web Design, Market Research, Interaction Design, Interpersonal Skills
- **Bachelor Thesis:** "Flavorite" - An ice cream franchise with digital positioning ready for sale, with a physical store and functional app.

## CERTIFICATES/COURSES

Scalable Design System in Figma Professional, cfPRO, Brazil

June/2024

Usability and Interface with Figma, UX Marte, Brazil

July/2022

Digital Art and Computer Graphics, SAGA Arts & Games, Brazil

December/2018

Technologist in Systems Analysis and Development, IBTA, Brazil

December/2014

## LANGUAGES

**Portuguese:** Native

**English:** B2