

Milton Leonardi Neto

UX | UI Lead Designer (Specialist)

Hi! I'm a designer and mentor of experiences, interfaces and products, or if you prefer UX and UI Designer.

For the last 16 years I have dedicated my work to the creation and development of digital products. I am graduated in Multimedia Production, a postgraduate degree in User Experience and I am currently studying Neuroscience and Applied Psychology.

I live in Canoas, Rio Grande do Sul, Brazil, but I have remote work experience in different parts of the world, such as Spain, Argentina, United States, Portugal and India.



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Education

University
Multimedia Production
Unisul

Post Graduation
User Experience
Uniritter

Neuroscience and
Psychology
Uniritter

Specialties

UX Design
UX Strategy
UI Strategy
Information Architecture
Web Design
Prototyping
User journey and Roadmaps

Knowledges

User Research
Gamification
Agile methods
Design Thinking
Video edition

Design e Front-end

Figma Zeplin
Photoshop HTML5 / CSS3
Illustrator SASS
XD Grid System
Premiere React / Next Js
After Effects SEO
Invision

Experiences

- DBC Company**
2022 Feb - Current
 - Rubi Design System development, documentation and curation and evolution
 - 3d virtual store design
 - Idealization of tools and background operations of applications
 - E-commerce tools design and maintenance
- Dentsu - DWS**
2021 Aug - 2021 Dec
 - UX Lead, responsible for international customer service
 - Research and platform evolution
 - User Journey analysis, continuous improvement of legacy products, new features and products planning and development
 - Work in innovation laboratory
- PagoNxt - GetNet**
2021 Apr - 2021 Aug
 - UX Specialist, UX UI Chapter administrative lead
 - Tools management, team building and sizing
 - Design system orientation and development
- UOL Edtech**
2020 Feb - 2021 Mar
 - UX UI Technical Team Lead
 - Mentoring, organization and structuring of the team, tools and development flows
 - Development of high-fidelity and low-fidelity prototypes
 - Central Interface and management of third-party suppliers
 - User Journey analysis, continuous improvement of legacy products, new features and products planning and development
- PMWeb**
2019 Aug - 2019 Dec
 - Quantitative analysis and development of solutions based on conversion metrics
 - Funnels, relationship rules and micromoments studies
 - Development, analysis of results and documentation of usability and conversion tests
 - User tests for product development, conduct and monitoring .
- Consultor UX / UI**
Since 2018

I worked as a UX/UI designer and art director, hired as a PJ in companies such as Innovea Solutions, Zahl Investimentos and Uhuu.com. Responsible for structuring the creative sector, managing projects and teams, evangelizing agile methods and user centered design of apps, digital marketing pieces, virtual stores and others
- Grupo L&S**
2015 Jul - 2018 Jan
 - Reorganization of information architecture based on research and interviews with users
 - Redesign, assembly and automation of web products
 - Digital communication art direction
 - Supervision of the Marketing sector
- Fastcompras**
2009 Sep - 2015 Jun
 - Development of websites and online stores
 - Implementation and monitoring of research cell and improvement of tools and processes
 - Selection and training
 - Member of the strategic planning and leadership team