FRANCCESCO ANTONIO FERRAREZI BORDON

Front-End/Web Designer

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Professional Resume:

Web designer with a passion for creating intuitive and impactful digital experiences. With around 3 years of experience in UX/UI and 1 year in full-stack development, I have skills in user research, prototyping, usability testing and responsive interface design. I'm proficient in Figma and have experience with other design tools. I have knowledge of HTML, CSS, JavaScript, PHP/Laravel, Python, Java for development. My passion for web design and my ability to collaborate in multidisciplinary teams allow me to deliver effective solutions that meet user needs and drive business results.

Profissional Experience:

Company: LogSmart

Role: Dev Full Stack Jr
Start: 08/2024 - present
- **Support:** Acting as a member of the support team, helping to resolve bugs and ensuring the stability of the application;
- **Development:** Development and implementation of new functionalities (features) to improve the LogSmart platform. Refactoring existing code with a focus on Clean Code principles, improving the readability and maintainability of the system. Active participation in the software development life cycle, from conception to implementation.

Company: Copapel

Role: Web Designer
Start: 03/2024 - End: 08/2024
- **User Research:** I conducted research with internal and external users, data analysis to optimize the flow of commercial proposals for cleaning products, hygiene plan through an internal system.
- **User Interface:** I helped create and assist with new screens for internal software, as well as visually improving tools that already existed by improving intuitiveness.
- **Design System:** I developed and implemented a comprehensive design style guide, ensuring brand consistency and design quality at all points of contact with the user.contato com o usuário.
- **Programming:** Created high-fidelity systems and websites based on the redesign of a digital tools HUB and assisted in the creation of a more cohesive and concise design system to ensure visual consistency. Technologies: HTML/CSS/TailwindCSS/PHP

Company: FACE Digital

Cargo: Web Designer
Start: 01/2023 - End: 02/2024
- **User Interface:** Creation of a new UI that resulted in a 20% increase in user satisfaction, proven by usability tests.
- **User Research:** Conducting usability tests during the development of the FIERGS project, identifying valuable insights that drove significant improvements to the product.
- **Design System/Programming:** Development and implementation of a comprehensive design style guide, ensuring brand consistency and design quality at all points of contact with the user. Technologies: PHP/LARAVEL

Company: Trackcash

Cargo: Product Designer
Start: 10/2020 - End: 10/2022
- **User Experience:** Team collaboration to design a more intuitive navigation flow, validated through navigable prototypes and usability tests with positive feedback from users.
- **Design Thinking:** Active participation in brainstorming sessions to generate innovative ideas that improved the user experience of the product.
- **Maintence:** I carried out maintenance on the system, fixing various faults and finding others, documenting errors and adding new features. Technologies: PHP/LARAVEL

Technical Skills:

- **Design Tools:** Figma, Adobe XD
- **Research/Interview:** UserZoom, Optimal Workshop, UserTesting;
- **Prototype:** High-fidelity interactive prototypes, detailed wireframes;
- **Front-end:** HTML, CSS, JavaScript, PHP/Laravel, Python, Java;
- **Soft Skills:** Effective communication, collaboration, critical thinking, problem solving, creativity.

Education:

- ETEC Machado de Assis - Caçapava
  Technical Course in Systems Development (02/2025 - 07/2026)

- University of the Joinville Region
  Degree in Product Design (2014 - 2019)

Courses and Certifications:

- Design Circuit 2.0 (2023)
- UI Expert (2023)
- Fundamentos de User Experience (UX) Design - Coursera (2023) - [Link](#)
- UI Design Avançado - Origamid (2021) - [Link](#)
- UX Design: Heurísticas - Origamid (2021) - [Link](#)
- Web Design Completo- Origamid (2020) - [Link](#)

Languages:

English - Advanced
Spanish - Basic
Portuguese - Native