Armando Marinelli Affonso

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About me

I'm 27 years old and I am close to technology since I was a kid. My father is a systems developer and he had always motivated me to learn a lot about technology and computers in general.

I started my career as a web designer and front-end developer, but I've decided to study and improve myself in order to work closely with user experience and solve huge problems. Naturally, I get motivated as stuff gets harder. I feel that my work has meaning when I provide smart solutions to a range of different problems.

In general, I have experience with metrics analysis, user research, design thinking and innovation in the insurance, finance, advertising and services areas, conducting interface between business and technology areas, ensuring the best practices related to design and product development.

I'm a hybrid designer who can work with all the steps from a design cycle, which means that I am knowledgeable from the research to the front end coding. I believe User Experience is incorporated in all of these disciplines, so I have specialized in all of them in order to deliver the best possible experience and support different business areas.

In addition to these disciplines, I have solid knowledge in: Adobe Suite (Photoshop, Illustrator, XD, InDesign, Muse, Animate), Sketch App, Keynote & Google Presentations, Version Control (Git w/ Github and Git w/ Bitbucket), Axure, Omnigraffle, UXPin, Atomic and Balsamiq, Invision, Marvel, Pixate and Pop, HTML5, CSS3 and Javascript (Jquery), Agile Methodology (Scrum), Search Engine Optimization (SEO).

Professional activities

Senior User Experience Consultant
Ericsson
November 2016 / present

Chilean telecommunications company Entel is going through a digital transformation process in all business touch points, from internal processes and legacy systems to the experience of all digital assets.

Responsible for user flows, information architecture, interface prototyping, interviews with stakeholders and interface design.

User Experience Specialist
Accenture
August 2016 / November 2016

Responsible for the new Avianca's website UX strategy and experience using new trends in aviation to restructure the portal's content and interaction.

Senior Information Architect
Ogilvy & Mather – Technology Company
May 2016 / July 2016

Responsible for strategy and information architecture of digital projects for brands such as Burger King, Cervejaria Bohemia, Allianz Insurance, Coca-Cola and Pfizer.

Direct action in Search Engine Optimization decisions (SEO), navigation, interaction and prototyping. Among the projects conducted, it stands the development of a new online quotation flow for the Allianz insurance company focused on conversion and usability.

User Experience & Research Specialist
CI&T – Technology Company
May 2015 / April 2016

Responsible for defining digital strategies at the SulAmérica Seguros's Innovation Core, using as inputs analysis of consumer behavior in the digital channels of the company and performing market benchmarks on segment trends. Direct involvement in innovation projects and development of new digital products, focusing on design and mobile.

Focus on innovation projects in applications, smartwatches and Internet of Things (IoT), acting directly on the improvement and development of new products within each business unit of the company.

In addition to routine production and development, there was a great integration of innovation, technology and business teams. With agile methodologies and processes focused on innovation (such as Design Thinking and Design Sprints), superintendents, managers and analysts in creating solutions were highly mobilized.

Within the accomplished projects, the most successful were the applications for Mobile and Smartwacthes for SulAmérica Investimentos business unit, which resulted in a new product focused on investors and financial markets.

Digital Product Manager, Consultant
Nexus Edge – Technology Startup
October 2014 / April 2015

Responsible for managing a new product called Alana an Artificial Intelligence platform focused on advertising with various automation, data analysis and management and programmatic media tools.

Worked on developing roadmaps, data analysis, user flows, and interface prototyping applications using benchmarking, interviews with stakeholders and concept testing.

Daily work with the Interface and Product Designers, Information Architects, Business Intelligence and Development personnel, taking care of the quality of all deliverables and leading the strategy of user experience (UX) and product design.

Startup Representative at SXSW 2015, by the invitation of APEX Brazil, participating in official events of Startup Village in Austin, Texas. At SXSW Interactive Trade Show, I was responsible for the investor pitching, relationship development with other Brazilian startups and presentation of the MVP for technology companies.

User Experience & Research Manager
VML Brasil (Grupo Newcomm) – Advertising Agency
May 2013 / October 2014

Responsible for user experience (UX) team of VML Brazil and RedFuse Communications, Colgate/Palmolive's creative agency, leading all product initiatives, product strategy, campaigns and digital planning for brands such as Bridgestone, Colgate, eBay, FedEx, GE, Expedia , Lenovo, LG, PayPal, SulAmérica, Track & Field, and Vedacit Ypióca.

Integration with all agency areas, developing new processes of user behavior and performance metric analyses using social media tools and analytics as Socialbakers, Scup, Google Analytics and Omniture.

International initiatives and competition reporting directly to the CEO, ensuring that all deliverables were aligned with the clients' branding strategy and brand business.

Creation of a new user experience and digital projects workflow using a more agile and lean approach, focusing on results and optimization. The new approach was based on user research, prototyping and learnings, generating data based results.

Among the projects accomplished, there was emphasis on the restructuring of GE digital channels to accommodate new customer acquisition strategies, search engine optimization and online presence.

User Experience Lead & Interface Designer
Jacotei.com.br – Price Comparison Website
September 2012 / March 2013

Participation on Jácotei's Integration Project with Multiplis and Smiles points programs, generating inputs based on research and benchmarking, and creating the online navigation and partnerships strategies.

Performance and user navigation analysis using Google Analytics, suggesting interface improvements, increasing conversion rate and registration in JáCotei site.

Creation of navigable prototypes, interfaces and best user experience practices strategy for the portal.

User Experience Lead & Interface Designer
Rocket Internet (YepDoc) – Online Medical Appointment Website
March 2012 / September 2012

Responsible for YepDoc's experience and digital product design, online medical appointment scheduling startup incubated by Rocket Internet. The work was done in the initial phase of YepDoc's operation, which allowed me to participate in the initial development of the product and functionalities roadmap.

Participation of appointment scheduling flows reformulation and design of new interfaces, increasing the number of daily appointments and eliminating technical support calls for the site.

User Experience & Interface Designer
Buscapé Company (Naspers Group) - Price Comparison Website
April 2011 / May 2012

Direct involvement with the experience design, metrics analysis and search engine optimizations (SEO) of SaveMe and Buscapé products.

SEO strategy creation to increase indexed pages and visits, using Long Tail techniques and focus on product performance.

Interface Design and prototyping using Agile Methodologies such as Scrum project, with the development and business staff. Use of road maps, functionalities maps, benchmarking and information architecture to make tangible concepts and prototyping.

Participation with other user experience teams in the creation of the first company's usability lab with mirror rooms.

Senior UI Designer & Front-end Development
Jacotei.com.br – Price Comparison Website
February 2010 / March 2011

Development of the new Jácotei website interface next to IT staff, implementing usability solutions and increasing accesses and conversion.

Creation of new Admin interfaces of the website and affiliate program, which brought greater user presence and active affiliates, generating higher revenue.

Responsible for the newsletter and banner design, acting directly on the website and online media performance.

Web Developer
Interamplitude.com.br – Web Design and Development Studio
September 2008 / December 2009

Creation of prototypes and wireframes for client's websites, page design and XHTML / CSS coding.

Digital Marketing Intern
Sispro – Technology Company
April 2008 / September 2008

Online campaign tracking, website maintenance, corporative communications, interface design updates, promotional layouts and intranet.

Languages
Portuguese – Native
English – Advanced
Spanish - Basic (Team communication and meetings)

Education

Postgraduate degree, Marketing Engineering
USP/FIA - Fundação Instituto de Administração
São Paulo, 2015 – 2016
The course was related with data analysis, marketing intelligence, statistical techniques applied to marketing and marketing innovation with quantitative methods. The research paper developed was in the e-commerce field with the theme: Relations between perceived control and buying intention in e-commerce at urgency and non-urgency situations.

Visual Arts, Bachelor's Degree
UNESP **-** Universidade Estadual Paulista Júlio de Mesquita Filho
São Paulo, 2012 – 2014 (Closed)

Multimedia Production, Bachelor Degree
UNIP (Universidade Paulista)
São Paulo, SP – 2011

Technical Course, Graphic Design
Etec Carlos de Campos
São Paulo, SP – 2007

Extra education
Blending Sources – Creative use of Technology
Flag, the Creative Disruption Network, Hyper Island, Clan, Mesa & Cadeira and LEGO.
São Paulo, SP – 2013

ZERO G (Futurism, Singularity, Exponential Technologies and Positive Impact)
Perestroika – Creative School
São Paulo, SP – 2013

Leadership and Innovation on Networks
Impact Hub
São Paulo, SP – 2013