

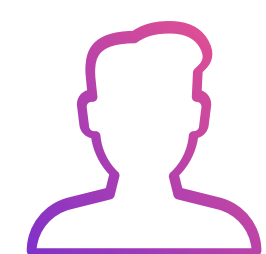


Roger Camara

Strategic Design Specialist
UX - Reasearch - Tech Leader

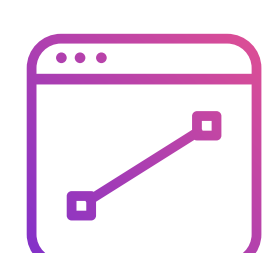
PORFOLIO AND CV
WWW.MONOLITO.CC

ROGER@MONOLITO.CC
+55 (51) 98318-7440
LINKEDIN.COM/IN/ROGERCAMARA



Profile

I'm Roger, a **UX/Strategic Designer and Researcher** based in Porto Alegre (Brazil). I spent the last 14 years researching, developing and solving problems for digital interfaces, brand internacionalization and media, services and product projects for some of the biggest B2B companies in Brazil. I work in the way of user centered design and data research aligned with design thinking and agile methodologies.



Main Skills

- Strategic Design Research
- Lead Designer / UX / UI
- User Behaviour Research
- Front-End Development
- DesignOps
- Design System
- Analytics, Data Analysis



Tools & Languages

- Figma, Framer
- Google Data Studio
- HTML5, CSS 3, JavaScript
- Hotjar
- Grunt, Gulp, Sass, LESS
- Python
- VS Code



Work Experiences

June 2021 - Current

SellersFunding LCC
New York, USA



Head of Product / User Experience

I work as lead designer on Daily Advance Product researching and development improvements based on data analisys ;

- UX Research
- Data Analisys
- A/B Testing
- Process Modeling
- A/B Testing
- Design System
- User Stories
- High Fidelity Prototypes
With Framer and Figma

Jan 2021 - June 2021
Santander Group



User Experience Researcher

UX Designer and researcher for the internationalization of payment methods

- UX Research
- Data Analysis
- A/B Testing
- Process Modeling
- High Fidelity Prototypes With Framer and Figma

Feb 2020 - Jan 2021
Unicred do Brasil
Porto Alegre (BRA)



Lead Designer

Lead designer on mobile banking application and PIX implementation

- UX Research
- Data Analysis
- A/B Testing
- Process Modeling
- Product Owner (PIX)
- DesignOps
- Design System
- Team Management

Jan 2016 - Feb 2020
Magna Studio
Porto Alegre (BRA)



Partner and Head of Design

Design and Tech Leader in technological projects for B2B retail companies.

- Research
- Project Management
- DesignOps Leader
- UX Lead
- Tech Lead
- Data Analysis

Jun 2008 - Jan 2016
Navent / Imobex / Net One
Buenos Aires (AR) = Miami (USA)



Full Stack Designer

Lead designer and Front End Developer for real estate digital services and tools.

- UX Design and Research
- Front End (JS, CSS, HTML)
- Prototyping
- SEO
- Innovation Leader



Education and Certifieds

- **Master in Service Design**
Politecnica di Milano (Milan) - 2020/2023
- **Specialization in Service Design**
Politecnica di Milano (Milan) - 2017/2020
- **Bachelor in Strategic Design**
Unisinos (Porto Alegre) - 2011/2015
- **Designer Certified by Apple**
Apple Developer Academy (Porto Alegre)



Languages & Extras

- Portuguese: **Native**
- Spanish: **Fluent**
- English: **Advanced**
- Motion Graphics
- High Presentation Skills
- Design Certified by Apple
(Developer Academy)



Design Methods

- Design Thinking
- Double Diamond
- Lean Inception
- Design Sprint
- Blueprint Development
- Benchmarking
- Territorial research
- A/B Test Specialist
- DesignOps
- Design System



Other skills

- Research Methods (Psychology and Design)
- Consumer Behaviour Researcher
- High skills with Framer (React components)
- Spark AR Specialist
- Lean Inception Certified
- Design Certified by Apple (Dev. Academy)
- Product Owner
- Full Stack Design (Next.JS, Node, Front)
- Google Data Studio Specialist (Python)
- Jira, Azure and Git
- Product/Branding Strategies
- Tech Leader for Front-end
- Design Lead