

Contact

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brunomarquescaldeira (LinkedIn)

bruno-caldeira.github.io/ (Portfolio)

Top Skills

User Experience (UX)

Rapid Prototyping

Wireframing

Languages

Portuguese (Native or Bilingual)

English (Native or Bilingual)

Certifications

English - B1 GESE Grade 5 SELT

Bruno Caldeira

UX Designer / Product Designer

London

Summary

I'm a UX/UI designer with a background in retail and telecommunication services at multinational companies. I love to create simple and creative solutions for big and complex problems.

I'm currently a user experience designer at Vodafone, leading the CRO program. Prior to Vodafone, I was an UI/UX designer at Currys PLC, where I was responsible for the user interface designs, analysis, wireframes and all UI/UX that was related to the CRO program.

Specialties: User Interface & User Experience, UX Analysis, Mobile & Web Product Design, Consumer Website Design, Prototyping, Figma

Experience

Vodafone

UX/UI Designer

March 2022 - Present (4 months)

London, England, United Kingdom

- Engaged during the entire product lifecycle, using divergent and convergent thinking methods, exploring and prioritising a range of problems and solutions within a cross-functional team.
- Planning and analysing user research activities
- Producing concept sketches, wireframes, prototypes, interaction specs and other artefacts to support an effective user centred product development process
- Working with Product and front-end engineering, ensuring the best possible outcome from a visual and interaction design perspective

- Creating intuitive user interfaces and experiences for customers
- Producing pixel perfect design layouts that are technically possible within time frames and true to the user needs
- Applying brand and style guidelines to digital products and services
- Applying usability, interaction design and research theories and principles.
- Interpreting and applying data, research, competitor analysis, heuristic analysis and insights to inform design decisions and recommendations.
- Practical knowledge of UX role in agile Scrum methodology ways of working
- Presenting objective rationale to stakeholders for design decisions

Currys plc

UI/UX Designer

July 2018 - March 2022 (3 years 9 months)

London, United Kingdom

- Creating wireframes and prototypes for user testing purposes.
- Analysing user testing and running A/B tests to validate solutions
- Creating analysis for Conversion rate optimisation (CRO) purposes, including competitor analysis, user insights, analytics data, heuristic analysis and recommendations.
- Interpreting and applying data, research, and insight to inform design decisions
- User research analysis to understand customer behaviours and journeys
- Working alongside front-end developers and Marketing teams to bring ideas and concepts to life.
- Actively working with other designers, ensuring consistency across currys' website applying brand and UI guidelines.
- Presenting and defending designs to all levels of the business.

- Creating and presenting CRO and UX workshops

DrinkSupermarket.com Limited

4 years

Web Designer

October 2014 - July 2018 (3 years 10 months)

London

- Leading the product development, participating actively in brainstorming, creating sketches, wireframes, prototyping and developing pixel perfect visual layouts based on users behaviour and business requests using Adobe XD/ Photoshop as design and prototyping tools.
- Responsible for developing responsive pages based on high fidelity visuals, using HTML5, CSS3(with SASS) and jQuery, with Magento(PHP) e-commerce platform.
- Strong experience collaborating with back-end developers and Marketing team to bring ideas and concepts to life.
- Responsible for all digital visuals of DrinkSupermarket brand, such as website and affiliate banners, display animated/dynamic ads and social media artworks.
- Design and development of weekly email marketing campaigns, using photoshop, HTML/CSS and Mailchimp.

Web Design Intern

August 2014 - October 2014 (3 months)

London

- During my 3 months internship I've managed to redesign the whole DrinkSupermarket.com website, focusing on the user journey and experience. The process includes creating mockups, wireframes, prototypes and final visuals using Photoshop as a design tool and then coding those visuals with HTML/CSS(SASS) on Magento platform.
- Responsible for all website graphic designs such as Homepage banners, brochures and product images.

Self Employed - Freelancer

Front End Developer

June 2013 - October 2014 (1 year 5 months)

São Paulo Area, Brazil

- User interface design based on its target audience and product/service, Programming websites from scratch, Wordpress Front end Development, Adapting existing websites to meet business requirements, Testing websites to identify any problems, Accessibility and W3C standards driven, Cross-Browser development.

Mint Digital

Planner Assistant

April 2013 - June 2013 (3 months)

- Data survey and identify sources of information;
- Analyze data, generating diverse viewpoints and insights for the development through market planning, branding, communication, trends and behavior;
- Monitor customers social media and digital platform as well as their competitors;
- Presentation and briefing elaboration;
- Monitoring, logging and analyzing research results;
- Understand client needs to help Web Designers to transform ideas in layouts.

London, England

Cultural Exchange

August 2012 - March 2013 (8 months)

London, United Kingdom

Marco Marketing Consultants

2 years 6 months

Marketing Analyst

June 2010 - February 2012 (1 year 9 months)

São Paulo

Coordination of the audition process of Intel Inside Program.

Analysis of all co-branded activities executed by companies as Login (Brazil), XtraTech (Peru), Lanix (Mexico) and OEM's like HP, DELL, Sony, Samsung, IBM, Lenovo and Itautec.

Decision maker of penalties and reimbursement approvals.

- Co-branded activities analysis (reimbursements);

- Campaigns feedbacks (penalties/denials);
- Saving-orientation (over U\$ 500K per year);
- POEs and POPs inventory control;
- Process enhancements to speed up audit;
- Weekly report to internal stakeholders;
- Research plans development;
- Analysis research results;
- Marketing strategies.

Admin Assistant

September 2009 - June 2010 (10 months)

São Paulo

- Daily and weekly reports (Excel – PROCV, Dynamic Spreadsheet);
- Financial routine requesting advances and proof of expenses to external employees;
- Control and requests of Point of sale materials;
- Communication between external employees and human resources staff and IT;

Education

General Assembly

User Experience Design · (September 2021 - November 2021)

Universidade Paulista

Bachelor's degree, Marketing and Advertising · (2008 - 2012)

Estácio

Marketing - 3rd Semester · (2007 - 2008)

Wizard by Pearson

Advanced English, English · (2004 - 2009)