Chris Paiva

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SUMMARY

Vast experience creating online products, e-learning platform, and e-commerce websites - optimising checkout processes, using wireframe and prototyping skills. Always looking to improve the overall user experience supported by functional principles of usability, information architecture, interaction design, personas, market benchmarks and research techniques. Personal characteristics: good organisation, time, and project management.

Portfolio: www.chrispaiva.com

EXPERIENCE

UX/UI Designer – Workstar (Sydney / Australia)
December 2014 to present date

- Design training tools and new platform features for **McDonald's Australia** and **PayPal**.
- Responsible for redesigning the entire e-learning platform: Ecosystem.
  - Ecosystem is the company's platform that enables customers to create an online training experience, making their e-learning content (modules, documents, videos, links, etc) available to their intended audience. I had the opportunity to work on several important features of the platform, such as content recommendation, notifications and alerts, and creation of customised dashboards.
- Ability to see UI & UX from concept to production;
- Carry out research for potential product enhancements;
- Organise brainstorm sessions, surveys, focus group, card sorting, and usability tests with stakeholders;
- Develop and present UX deliverables including personas, user flows, sketches, wireframes, site maps, clickable prototypes, and functional specifications;
- Produce wireframes and prototypes (using Axure and Sketch);
- Experience in Agile environment (Scrum and Kanban).

Senior Product Analyst – UOL (São Paulo / Brazil)
March 2013 to July 2014

- Part of the product management team of **PagSeguro**. **PagSeguro** is the number one Brazilian website focused in online/mobile payments and is part of UOL Group - similar to **PayPal**;
- Ability to see UI & UX from concept to production;
- Leading project teams to assist with development guidelines;
- Responsible for the complete usability specification of the website and checkout process;
- Produce benchmarking to analyse new products and competitors;
- Contribute to the creation of the product roadmap, providing insights on where user needs are not being met or can be better improved;

- Understanding of methodologies used in an Agile software development;
- Carry out research for potential product enhancements.

Senior UX Designer – UOL (São Paulo / Brazil)
November 2010 to March 2013

- Part of the UOL UX team, working specifically on **PagSeguro** - number one Brazilian website focused in online/mobile payments and is part of **UOL Group**;
- Design the company's online payment solution (www.pagseguro.com.br), focusing in improving the user experience in their administrative view, website and checkout experience;
- Organise brainstorm sessions, surveys, focus group, card sorting, and usability tests with stakeholders;
- Develop and present UX deliverables including personas, user flows, sketches, wireframes, site maps, clickable prototypes, and functional specifications;
- Produce benchmarking, wireframes and prototypes;
- Experience in Agile environment (Scrum and Kanban);
- Managing expectations and communications between technical, online/digital and business stakeholders.

UX Designer – Catho Online (São Paulo / Brazil)
December 2008 to November 2010

- Catho Online is the number one Brazilian website focused in jobs, employment, career, and recruitment;
- Designing a user-friendly website and checkout process;
- Managing expectations and communications between technical, online/digital and business stakeholders.

EDUCATION

FIAP, 2013 (São Paulo / Brazil)
MBA (focus on Project Management)

UNAERP, 2007 (São Paulo / Brazil)
Bachelor of Marketing and Advertising

TECHNICAL SKILLS

- User Experience
- Usability research and development
- Wireframe, Prototypes (Axure and Sketch)
- User flows (Visio)
- Benchmark (PowerPoint)
- Image manipulation (Photoshop, Illustrator, InDesign)
- HTML, CSS, SEO
- Scrum and Kanban
- Analytics tools such as Omniture.