Chris Paiva

Australian Permanent Resident

Sutherland - Sydney
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SUMMARY

Seasoned UX designer (+10 years) with vast experience creating online products and platforms, including e-commerce, fintech, and e-learning. Designing user experiences for well-established brands such as:

Portfolio: www.chrispaiva.com

SKILLS AND TOOLS

- User experience, usability research and development
- Wireframe, Prototypes (Axure and Sketch)
- UX deliverables such as benchmarks, user flows, user journeys, personas, sketches, site maps, functional specifications
- Image manipulation (Photoshop, Illustrator, InDesign)
- HTML, CSS, SEO
- Agile methodologies: Scrum and Kanban
- Analytics tools such as Omniture

PROFESSIONAL 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.
    - o 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.
- Organise brainstorm sessions, surveys, focus groups, card sorting, and usability tests with stakeholders and final users.

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**;
- My role as a product analyst was to create new features to the product, at the same time improving users' experience and satisfaction, taking into consideration previous and current user research findings, business needs, and market opportunities. I worked directly with the UX/UI team, software developers, and business area.

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**;
- My role as a UX designer involved designing the company's online payment solution (www.pagseguro.com.br), focusing in improving the user experience in their administrative view, website and checkout experience.

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;
- My role as a UX designer was to improve the user experience throughout the platform, including user profile (resume), job search, and checkout experience.

VOLUNTARY WORK

Ultimo Community Centre (Sydney / Australia)
October 2014 to December 2014

- Volunteered at the centre by helping to create newsletters and printable posters to promote upcoming activities.

EDUCATION

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

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