

Claudio Godoy

Front-end Developer & UI Designer

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<https://claudio-front-end-ui.vercel.app>

Profile

I am a Product Designer in a career transition. Despite having worked mainly as a designer for the last few years, I have never left Web Design aside. In a recent freelance job I had contact with the Angular framework, and then I decided to delve into the technology.

I have high proficiency in modern HTML and CSS, but the programming part still has a way to go but I can find my way in most of the challenges I face.

I develop pixel perfect screens, I am a curious fast learner, keen to learn new languages and technologies as needed.

Even though my intention is a career change, I wouldn't mind having some designing tasks assigned to me as long as I'm not designing more than coding.

Skills

- | | | |
|----------------|-------------------------|------------------------|
| • Angular 2+ | • CSS Animations | • UI (User Interface) |
| • Typescript | • BEM CSS | • UX (User Experience) |
| • HTML5 & CSS3 | • Pixel perfect screens | • Accessibility |

Tools

VS Code • Git • Firebase • SASS • Bootstrap/Tailwind • Figma • Adobe XD • Adobe Creative

Relevant experiences

Digital Pencil (Agency) - Jan/2015 - Dec/2019 (Sydney, Australia)

↳ **Web Designer / WordPress**

- Worked with clients and users in the idealization, design and implementation of websites for the most varied niches, for small and medium companies using WordPress.
- Used HTML, CSS, Javascript and PHP to customize the look and feel of pre-built themes in order to achieve the clients expectations.
- Designed and developed landing pages using pure HTML, CSS and Javascript, along with integrations such as Google Analytics, Mail Chimp, Facebook Pixel and others.

Catho Online - Jul/2011 - Mar/2013 (São Paulo, Brazil)

↳ **Front-end Developer**

- Worked closely with the UX team to create new products, functionalities and improve the existing ones using HTML, CSS and Javascript.
- Collaborated in the creation of a framework of reusable components in order to reduce development time and increase consistency between our products.

Other experiences

Luiza Labs - Sep/2020 - Aug/2022 (São Paulo, Brazil)

↳ Senior Product Designer

- Worked closely with Project Manager, devs, the client and users to develop an internal mobile app that summarized three other services (API), taking an Agile approach.
- Led UX decisions based on Design Thinking methodology — empathy, ideation, low and high-fidelity prototypes (Figma), test, and iterate.
- Led visual design by delivering creative and smart UI solutions, ensuring brand consistency and a user-centered design approach.
- Worked closely with the front-end developer on delivering a maintainable and expandable component library based on the design system created.
- Facilitated workshops in order to align with devs the best practices of UX for development.

Betta Tecnologia S/A - Dec/2019 - Sep/2020 (São Paulo, Brazil)

↳ Product Designer - B2B

- Worked closely with Project Manager, data scientists, devs, stakeholders and users to develop a B2B truck fleet logistics service end-to-end (mobile app and desktop dashboard), taking an Agile approach.
- Contributed to strategic decisions around the design direction of the digital product by taking into consideration users and business goals.
- Led UX decisions based on Design Thinking methodology — empathy, ideation, low and high-fidelity prototypes (Adobe XD), test, and iterate.
- Led visual design by delivering creative and smart UI solutions, ensuring brand consistency and maintaining a balance between user and business needs and goals.

Unitransact (Fintech) - Sep/2013 - Jan/2015 (Sydney, Australia)

↳ UX/UI Designer - B2C

- Worked closely with the Marketing Director, business owner and users to create new features, improve functionality and find/fix bugs of the existing currency conversion web platform.
- Led UX decisions based on Design Thinking methodology — empathy, ideation, high-fidelity prototypes (Axure), test, and iterate.
- Led visual design by delivering creative and smart UI solutions, ensuring brand consistency and a user-centered design approach without letting the business goals aside.

Education

Digital Marketing Diploma - Australian Pacific College - Sydney, Australia / 2013 - 2016

Web Design Certificate - UNIP - São Paulo, Brazil / 2003 - 2006