DIEGO HAINZENREDER
LEAD UI/UX DESIGNER

July 18, 1985
Porto Alegre, RS - Brazil

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SUMMARY

I'm a UI/UX Designer with over 14 years experience currently working at DeepX helping US companies grow their business, and as Freelancer for Toptal, based in Porto Alegre, Brazil. In my career, I had the opportunity to built user focus digital products based on business needs where my role varied between Product Designer, User Experience Designer, Visual Designer, Interaction Designer, Information Architect and QA.

I'm passionate about constructing personas, customer journeys and experience maps, all backed by user research and data analysis. I enjoy using a wide variety of tools and different skills that range from pencil & paper to Photoshop, Illustrator, After Effects, Sketch, Principle, InVision and some HTML & CSS. I use these tools and skills to create, from sketches to high-fidelity prototypes to communicate with clients and developers or for usability tests. I'm enthusiastic about Agile Methodologies, Lean UX and Design Thinking, and I believe collaborative teamwork makes design better.

In my spare time, I enjoy working on personal projects that enable me to be creative in different ways.

WORK EXPERIENCE

DEEPX
Lead UI/UX Designer
March 2017 to present

DeepX is a fast-growing company dedicated to the research and development (R&D) of new products that leverage advanced, cutting-edge technologies. Originally founded in the United States in Austin, Texas and headquartered in Porto Alegre, Brazil.

I am leading the design process from ideation to execution of DeepX's clients in the US and the company's own product based around sensors and machine learning.

TOPTAL
UI Designer
October 2015 to present

Freelance UI Designer working remotely from Porto Alegre, Brazil on part-time or hourly projects. My goal is to help startups or big companies improve/create their interfaces from information architecture, interaction design to visual design.

TERRA NETWORKS
UI/UX Designer
August 2008 to March 2017

At Terra, after seven years working as an UI/UX Designer in the innovation of editorial digital products, now I work as Mobile UI/UX Designer de ning and creating mobile products that don't carry the Terra brand. Recently, I'm involved with four products of the information and entertainment elds. My activities involve from benchmarking and user research to the de nition of the look & feel. I'm responsible for the visual design, interaction design, style guide and QA of the interface implemented. I also create requirements for user testing, create tasks and build prototypes for the tests, changing the interface according to its results. In my last experience acting as designer for Terra's portal I redesigned the entire user experience of the portal as the lead designer of the project.

FREELANCER
UI Visual Designer
April 2006 to August 2008

In the two years as freelance designer, I had my rst opportunity to work in national scale as UI Visual Designer. Main project was the redesign of the biggest TV cable company in Brazil: NET. I was responsible for creating the new interface standards and style guide. I had the opportunity to work remotely on several other projects as an UI Visual Designer.

E-DESIGN
Web Designer, Graphic Designer
April 2004 to April 2006

I started my carrier as a t-shirt designer for local fashion brands as a consequence to my hand draw ability. Later, I started to work with Visual Identity, creating Logotypes and Branding Systems. Web design came just after that and I decided to focus my carrier on online interactive experiences. During that time, I worked mostly with local clients building their institutional sites and bringing their o ine experience to the internet.

WORK RECOGNITION

IA Summit 2012 Poster Nights
New Orleans, LA

IA Summit 2014 Poster Nights
San Diego, CA

EDUCATION

Universidade Federal do Rio Grande do Sul
Communication School
Bachelor's Degree, Advertisement
2004 to 2009

LANGUAGES

Portuguese (Native)
English (Advanced)