



•▼ about

@douglasdsbraga

Designer de Produto T-Shaped
UI/UX Specialist | Strategic Design & UX Engineer



About

Introduction

Hi, Douglas here. I am a creative entrepreneur passionate about technology, born and raised in Florianópolis, SC - Brazil, where I still live. Married and father of three. In my free time, I'm a father, a musician, poet, ethical hacker, and an informal technology consultant for friends and family.

A T-Shaped Designer with over 15 years of experience in UI/UX and development (UX Engineer). I combine strategic design, branding, and technology to create impactful digital products that connect users and businesses. I blend strategic design and technology to craft functional and innovative solutions.

My focus is on understanding the real needs of clients, delivering fast and impactful solutions, and ensuring design and technology work together to drive results. I don't believe design is just aesthetics — it's the union of form and function working in harmony.

Key skills

Product Design
Graphic Design
UI/UX Design
Art Director
Branding
Strategist
Funnel Architecture
Motion Design
Web Design
App Design
Web Development
SEO

Experiences

- *Professionals*
- *Freelancers*
- *Volunteer*

Why choose me?

Next steps



d&b digital
studio

Experiences
Professionals



Experiences professionals

NVXDIGITAL

Product Designer, Art Director, and Senior Web Developer

"NVXDigital is a rebranding of the NacionalVOX agency, where I spent over 6 years working as a full-time employee some years ago and returned as a service provider, developing various projects. It has become a major client of my studio, where I have had and continue to have the opportunity to work on projects involving prominent brands in the market. As a service provider, I work as a product designer, UI/UX designer, art director, and full-stack web developer, contributing to the agency's team on various projects."

Information

Since January 2019 to the present - 5 years and 8 months
Based in Florianópolis, Santa Catarina · Remote

Clínica **Dom Sorriso** Santa Mônica

Product Designer, Funnel Architect, Strategist

"In over 2 years leading marketing and design strategies, I increased the clinic's revenue from 80k to over 200k per month by focusing primarily on content marketing, branding, and both online and offline campaigns, as well as cross-media. Additionally, going beyond what was requested, I also handled audiovisual production and capture, graphic design, web design, and web development for various applications, and worked as a Social Media Analyst."

Information

From May 2021 to December 2023
Approximately 2 years and 8 months
Florianópolis/SC · Remote

Triboo Studios

Product Designer and Strategist

"Always seeking innovation and new creative approaches, I co-founded Triboo Studios in 2022 with my partner João Paulo. Triboo Studios is a marketing agency focused on the dental niche, where I led as Head of Product Design and Strategist, repositioning dental offices and clinics to make them more competitive and better positioned in the digital market."

Information

From September 2022 to December 2023 · 1 year and 4 months
In Florianópolis, Santa Catarina, Brazil · Hybrid.



Experiences professionals

Palavra Viva Church

Digital Product Designer

Leading all web projects, design, branding, marketing, and web development for the church, I contributed to product design, art direction, UI/UX design, web design, and web development. Additionally, I provided other services such as SEO and social media monitoring, branding, design thinking, digital strategies, and product launches

Information

From July 2020 to January 2023
Approximately 2 years and 7 months
Florianópolis/SC · Full-time - On-site

NacionalVOX

"Product Designer and Strategist"

"I have worked since 2012, primarily focusing on interface design and front-end web development. Additionally, as an art director, I developed the visual identity for many of the agency's clients. My goals at the agency are to leverage user experience, ergonomics, and usability as competitive advantages, elevate the agency's brand to higher standards in its market, and make it a reference in its niche."

Information

From July 2012 to August 2018 · 6 years and 2 months
In Florianópolis, Santa Catarina · Full-time - On-site

dsbdigitalstudio

Founder, Head design

The story of the studio goes back a long time. It is actually the result of what I learn and apply every day. In summary, at the studio, everything is done by hand because we believe that each project is unique. Our process always starts with a good conversation to truly understand the essence of your brand. Therefore, each project will have a unique approach. This is design! But it is also art.

Information

Since January 2016 to the present
8 years and 8 months
Operating in Florianópolis/SC and Remote

Freelancer and Volunteer Experience





Freelancer Experience

Graphic design + art direction for Luciano Bilu's album 'Justice'

June 2016 to July 2016 · 2 months

Branding + visual identity + business design for RGV Records studio

From February 2012 to December 2012 · 11 months

Product Designer, Art Director, Web Developer at SCI Imóveis

From April 2019 to July 2020 · 1 year and 4 months

Tester/Gamer and Quality Assurance (QA) at Hoplon Infortainment

From July 2007 to October 2007 · 4 months

Volunteer Experience

Art direction and graphic design for freelancers and self-employed professionals during the pandemic

This was one of the projects that lasted about 8 months during 2020, focused on helping freelancers and self-employed professionals across various sectors. I offered my help for free during the crisis, creating graphic art to promote services on social media and designing ads for paid campaigns on Google and Facebook.



"Why should you choose me?"

T-Shaped Designer with 15+ years of experience in UI/UX (web/app) and development (UX Engineer).

I combine strategic design, branding, and technology to craft impactful digital products that connect users and businesses.

My Journey:

Throughout my career as a digital product designer, I've worked as a creative and multidisciplinary professional with over 15 years of experience in design, web development, and digital marketing. My portfolio includes over 600 delivered projects—ranging from websites, apps, and systems to e-commerce platforms—serving startups, freelancers, and businesses of all sizes.

My expertise spans Branding, UI/UX (Web and Mobile), Sales Funnels, and Digital Strategies. I'm also proficient with tools like Figma, Photoshop, Illustrator, Git, and technologies such as PHP, JavaScript, Node.js, React, and Python, as well as frameworks like Bootstrap and Next.js.

What I Do:

I blend strategic design and technology to create functional and innovative solutions. My specialties include:

- Product Design and UI/UX (Web and Mobile)
- Front-End Development (HTML5, CSS3, JS, React, Next.js)
- Audiovisual, Motion Design and Sound Design
- Marketing Strategies
- SEO & Traffic Management

I'm passionate about technology and design, constantly optimizing processes in both fields. In development, I create automations using Bash, Python, and Node.js scripts, optimize services with Docker/Kubernetes, and manage servers to streamline workflows and accelerate project timelines. In design, I've built custom tools to enhance my workflow, such as image libraries, content management solutions, and frameworks to ensure efficient and intuitive user interfaces.

My Approach:

I focus on understanding clients' real needs, delivering fast and impactful solutions, and ensuring design and technology work together to drive results.

I don't believe design is just about aesthetics—it's about form and function working hand in hand.

How I Work:

I embrace agile methodologies and apply principles like KISS, PDCA, SWOT, and Growth Hacking to ensure efficiency and scalable results. My skillset allows me to operate across various fronts, always focused on creating high-impact digital products.



Next steps

If you're looking for a professional who combines creativity, strategy, and technology to turn your ideas into real solutions, I'm ready to contribute to your team and elevate your projects to the next level.

Best regards,

Douglas Braga

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Information:

WhatsApp: 48 991295154
Email: oladouglasbraga@gmail.com
my website: douglasdsbraga.com.br

see also:

instagram.com/douglasdsbraga
linkedin.com/in/douglasdsbraga
behance.net/douglasdsbraga
github.com/douglasdsbraga
br.pinterest.com/douglasdsbraga