Fábio Alencar
Senior Product Designer

👤 Profile

Entrepreneur and team leader for 8 years. Creative Technologist, Product Designer and Frontend Developer. Post-graduated by ESPM in Marketing and Digital Design. Certified ScrumMaster® (CSM®). Studying Software Engineering at FIAP. Experienced and passionate about the whole process of building digital products. Specialist in the convergence between business, design and technology.

💼 Employment History

Product Design Lead at Trinks.com, Remote
August 2020 — Present

Biggest marketplace of beauty services in Brazil. More than 700k B2C users and 50k B2B users. Since 2019 part of Stone Group, a payment processing services unicorn.

Responsibilities:

- Collaborate with business, product management, UX designers and engineering partners to lead and develop product and design strategies.
- Advocate for the user, and drive a holistic UX vision that inspires the team to push on the status quo.
- Explore product concepts to find promising directions that address both human and business needs.
- Build prototypes to assist in user research, using low to high-fidelity techniques.
- Support multiple projects simultaneously while meeting tight deadlines.
- Advise front-end engineers on UI implementation best practices.
- Facilitate collaboration between teams and individuals to evolve the needs of the product alongside the design system.

UI/UX Lead and Cofounder at Interativ, Remote
January 2016 — August 2020

- Problem solver based in user needs and high performance.
- Team management.
- Project management.
- Sales of digital solutions.
- User research.
- UI/UX Design.
- Tech lead in UI/UX Development.
- Integration with rest APIs and GraphQL.
- Javascript Development (Node, Express, Angular, React, Gatsby, Ionic and API integrations).
- PHP, Wordpress, Drupal.
- MySQL, Postgres, mongodb, Redis.

Details

São Paulo
Brazil
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byfabioalencar@gmail.com

Links

LinkedIn
Portfolio
Dribble
Github

Skills

Design Thinking

UX Research

Interaction Design

Figma

HTML & CSS

JavaScript

Prototyping

Design Systems

Agile Project Management

Leadership

Languages

Portuguese

English

Spanish; Castilian

Cofounder and Business Development at Devign, São Paulo
February 2012 — July 2020

- Design of High Impact Presentations.
- Sales.

Creative Technologist and Fullstack Developer at Universidade Veiga de Almeida (UVA) - Whitney International, Rio de Janeiro
March 2013 — May 2015

- UI/UX Design.
- Frontend Development (HTML, CSS, Javascript/Jquery).
- Backend Development (PHP, Wordpress, MySQL, Drupal).
- Marketing technologist: Intermediary between Marketing and IT team.

Web designer and Frontend Developer at M2BRNET.com, Rio de Janeiro
April 2011 — May 2012

- Front-End Development (HTML / CSS / JQuery).
- Design of interfaces, newsletters and banners.
- Animation and programming in Action Script 2.0.
- Maintenance, customization and creation of templates for CMS Wordpress.

Frontend Developer at Skidun Interactive Agency, Rio de Janeiro
November 2010 — April 2011

- Front-End Development (HTML / CSS / JQuery).
- Information architecture.
- Maintenance, customization and creation of templates for CMS Wordpress.

Jr. Web Designer and Frontend Developer at Criapix, Niterói
August 2007 — November 2010

- UI design / Motion Design
- Frontend development (HTML, CSS, JQuery)

🎓 Education

Software Engineering - MBA, FIAP, São Paulo
May 2020 — Present

Digital Marketing and Design - MBA, ESPM, Rio de Janeiro
2011 — 2013

Graphic Design, UNESA, Rio de Janeiro
2007 — 2009

🎓 Courses

Design System & Ops, Meiuca Design
2020 — 2020

Certified ScrumMaster® (CSM®), Scrum Alliance
2020 — 2020

Hello Design Thinking, IDEO U
2020 — 2020

Advanced English Language, Cultura Inglesa
2004 — 2010

⌖ Extra-curricular activities

Volunteer Staff at Glocal Aceleradora, São Paulo
January 2018 — Present

We encourage social impact agents through a training and support program, which has the potential to transform actions in society.