

# HUGO LIMA

UI/UX Designer

+55 31 98515 5008  
hugocsl@gmail.com  
linkedin.com/in/hugocsl

## SKILLS

### Design

UX, UI, Product Design, Design System, Prototype in Low & Hi fidelity, Typography, Grid, Heuristics and Information Architecture.

### User Research

Design Thinking, Empathy Map, Persona, Mood Board, Brainstorm, Card Sorting, Tree Test, User Flow and User journey.

### Programming

*Strong:* HTML, CSS, Bootstrap, Materialize, SEO and DevTools  
*Familiar:* JavaScript, jQuery, SVG, WordPress, Joomla, Git, Performance and Accessibility.

### Tools & Softwares

VS Code, Figma, Photoshop, Illustrator, Prezi, MailChimp, PowerPoint, Word and CorelDRAW. Scrum and Agile.

## CERTIFICATES

### Advanced Content Marketing

Rock Content - MAI 2019

### Lean UX: SCRUM

Udemy - MAR 2019

### Design Sprints

Udemy - JAN 2019

### Inbound Marketing

HubSpot - APR 2017

## LANGUAGES

Portuguese  
English

## AWARD

### Gold Medal in CSS and HTML at

the Portuguese Community of  
StackOverflow  
[pt.stackoverflow.com/users/97477](https://pt.stackoverflow.com/users/97477)

## WORK EXPERIENCE

### Currently UX Consultant at People Interactive

#### OCT 2019 Currently TemporadaLive

UI/UX Designer

- Heuristic analysis, flows, user journeys. Low and high fidelity interface prototyping.
- Component management for design systems and interface style guides, HTML / CSS coding.
- Creation and coding of landing pages and email marketing with good SEO practices, A/B testing, accessibility and performance.

#### NOV 2019 OCT 2019 Digicade Tecnologia

UI Designer and Web Designer

- Work involving concepts of Design Thinking and UX for creation and development of interfaces for mobile and desktop systems.
- Responsible for UI design decisions, concepts and develop of wireframes and prototypes for BI applications.
- Code HTML and CSS for responsive mobile and desktop web systems.

#### APR 2010 SEP 2010 Etiquetas Pampulha

Art Director and Finisher

- Creation development and final art of graphic pieces for offset printing.
- Graphic staff supervision, quality control and material approval.
- Finishing files and output settings for prepress process.

#### JUN 2005 JUN 2009 Coffey International

Graphic Designer Intern

- Production of printed and web graphic material, conversion of graphic pieces from English to Portuguese and production follow-up.
- Creation, maintenance and updating of the company's website.
- Participation in the planning and implementation of the company's re-branding process.

## EDUCATION

#### SEP 2012 SEP 2014 MBA in Communication and Digital Marketing

IBS / FGV - Fundação Getúlio Vargas

#### MAR 2010 MAY 2011 Postgraduate Education in Brands Management

PUC - Pontifícia Universidade Católica / MG

#### JUL 2004 JUL 2009 BSc in Graphic Design

FUMEC (FEA - Faculdade de Engenharia e Arquitetura)