

# IVAN BOGAR UX/UI DESIGNER

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*More than 20 years working, learning and sharing experiences and design for interfaces, interactivity, information architecture, web and mobile prototyping, without forgetting to continue practicing my skills as a front-end developer with HTML / CSS, JavaScript, PHP and AngularJS. I'm driven by the search for the best functional and intuitive experiences, balancing the best results for the business through user-centered design decisions.*

## Work Experience

### **UX/UI DESIGNER & APP DEVELOPER @ IBM Brazil** (*August 2017 – Present Day in São Paulo Area, Brazil*)

At IBM since 2017, I started my journey integrating the UX team in a strategic project by Banco Santander. Together with the architects and developers' team, I worked to improve the flow of information and usability, as well as to configure the platform style guide using Design Thinking, prototyping, User Research methodologies. As a result, a project that was originally intended "only" for the Bank's CIO, has been expanded to all managers and superintendents and today is a reference to the Spanish headquarters.

### **UX/UI DESIGNER @ UOL EDTECH** (*February 2015 – August 2016 in São Paulo Area, Brazil*)

UOL Edtech is the largest B2B and B2C e-learning group in Latin America. I played an important role in the main projects for the company's major clients, such as Banco do Brasil, Santander, Itaú, Vale, AVON, Natura, Cielo and Mapfre, developing visual identity for training, designing interfaces for videos and eBooks. In particular, the Banco Santander project was the most interesting, as I was able to help design the Santander University, a training library for bank employees.

### **OWNER / CREATIVE DIRECTOR @ ROCKOUT** (*March 2012 – December 2014 in São Paulo Area, Brazil*)

Rockout was an agency focused on marketing and digital engagement. It was a great experience as an entrepreneur. As Creative Director, I was responsible for the development of digital media and application solutions. I cooperated with clients' marketing teams on solutions for online advertising campaigns, branding, social networks and mobile applications. The most complete and successful project was from Cepêra, the food industry, where I was responsible for creating and designing the online brand, and all digital media.

### **ART DIRECTOR @ THE AUBERGINE PANDA** (*November 2011 – June 2012 in São Paulo Area, Brazil*)

Panda was one of the branches of the Holding Club, a group with many years of experience in brand activation. I was responsible for the creation and development of visual identities for the marketing activations of various sites and hot sites for clients, such as in the Brahma box at the Rio carnival, as well as proposals for creative solutions for other clients.

### **UX DESIGNER & ARCHITECT @ NAVITA** (*October 2007 – October 2011 in São Paulo Area, Brazil*)

Navita is a company specialized in mobility and telecommunications services. It was where I had the opportunity to be one of the pioneers that working with the BlackBerry OS in Brazil, creating and disseminating interfaces and architecture for BlackBerry mobile applications. I was also responsible for taking care of the company's visual identity, internal campaigns and social media.

## Previous Experiences

### **ART DIRECTOR @ LEADER SPIN** (*September 2016 – August 2017 in São Paulo Area, Brazil*)

### **UX DESIGNER @ AllnBlue** (*February 2009 – July 2011 Remote for Québec, QC - Canada*)

### **DIGITAL DESIGNER @ CIATECH** (*May 2005 – October 2007 in São Paulo Area, Brazil*)

## **Education**

### **Graduating in Systems Analysis and Development @ UNIVERSITY ANHEMBI MORUMBI**

*Conclusion in December 2021*

- Software Engineering and Architecture.
- Object Oriented Programming.
- Human Interface Computer.
- Data Structure and Database.
- Computational Statistics.
- Research, Ordination and Storage Techniques.
- Web Software Development.
- Distributed Systems.
- Software Quality and Testing.
- Computer for Mobile Devices.

### **Technologist degree in Information Technology and e-Commerce @ UNIVERSITY ANHEMBI MORUMBI**

*Finished in June 2006*

- Development of visual identity for web sites, communication principles, design, usability and information architecture, vector illustration, image processing and multimedia.
- Principles and programming practices, development of Web applications, object-oriented programming and data integration across platforms.
- Strategic business management, operations, IT, project management and people management.
- Management, development and operation of e-commerce ventures / e-business, digital marketing.
- Legal aspects of e-commerce, customer relationship and security of electronic transactions with the use of different means of payment, innovation, business acumen and ethical principles.

## Certifications & Intensive Training

Design Thinking: The Beginner's Guide @ **INTERACTION DESIGN FOUNDATION**, *May 2021*

Interaction Design for Usability @ **INTERACTION DESIGN FOUNDATION**, *April 2021*

Gamification - Creating Addictive User Experiences @ **INTERACTION DESIGN FOUNDATION**, *February 2021*

Information Visualization: Getting Dashboards Right @ **INTERACTION DESIGN FOUNDATION**, *January 2021*

Dynamic User Experience: Design and Usability @ **INTERACTION DESIGN FOUNDATION**, *December 2020*

Human-Computer Interaction – HCI @ **INTERACTION DESIGN FOUNDATION**, *October 2020*

Enterprise Design Thinking - Team Essentials for AI @ **ACCLAIM**, *August 2020*

Product Masterclass: How to Build Digital Products @ **PRODUCT SCHOOL**, *July 2020*

UX Management: Strategy and Tactics @ **INTERACTION DESIGN FOUNDATION**, *March 2020*

Mobile User Experience (UX) Design @ **INTERACTION DESIGN FOUNDATION**, *January 2018*

User Research @ **INTERACTION DESIGN FOUNDATION**, *December 2017*

IBM Design Thinking Practitioner @ **IBM YOURLEARNING**, *September 2017*

IBM Agile Explorer @ **IBM YOURLEARNING**, *October 2017*

Web Project Management and Art Direction @ **DRC TRAINNING**, *June 2011*

Information Architecture for Web Projects @ **JUMP EDUCATION**, *August 2009*

## Skills and Abilities

Design Thinking, UX Research, User Interface, User-centered Design, Interaction Design, Mobile Design, Information Architecture, Wire Framing, Usability, Photoshop, Illustrator, Sketch, JavaScript, WordPress, HTML5, CSS, Angular JS, Front-end, Agile.

## Languages

English – **Full professional proficiency**

Portuguese – **Native**