Joao Duduch

Based in Sao Paulo. Brazilian, married.

Senior Product Designer

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PRACTICAL EXPERIENCE

From
Feb 2021

Until
Today

Sao Paulo, Brazil
SENIOR PRODUCT DESIGNER

NEON, BANCO VOTORANTIM INC.

Founded in 2016, Neon is a Brazilian fintech that has raised over **R$ 1.6 billion** in Series C investments in 2020, whose mission is to unite technology and design to redesign and simplify people's financial experience. As a Senior Product Designer, I take part in:

- Facilitating workshops to gather ideas and insights in a quick and in structured way. I was able to understand business goals and obstacles and define a product roadmap in a timeframe of two weeks;

- Mentoring designers to achieve the best and more effective approaches to a particular problem;

- Assisting Design Leaders and Managers to recruit new designers for the team;

- UX Strategy through competitive analysis, Service Design, opportunity mapping, and backlog prioritization;

- Product discovery through stakeholders' interviewing, user research, benchmarks, surveys, personas definition, journey mapping, and other methods;

- Product Delivery with Visual Design, Card sorting, Prototyping, User Testing, and other methods;

From
Sep 2019

Until
Jan 2021

Sao Paulo, Brazil
PRODUCT DESIGNER

PAYGO PAGAMENTOS, C6 HOLDING INC.

PayGo is a branch from the newest Brazilian Unicorn Fintech, C6 Bank, that has come to reinvent the relationship between the entrepreneur and payment options. As a Product Designer, I was responsible for:

- Help building the human-centered-design mindset and culture inside the company, resulting in a 200% growth of the design team and the Discovery & Delivery Design Process;

- Assisting the team manager to recruit new members;

- Reducing product delivery time through a constant discovery and delivery Lean-based process along with the Agile, Products, and Technology teams;

- Product discovery through stakeholders' interviewing & user research, benchmarks, surveys, personas definition, journey mapping, and other methods;

- Leading ideation and prioritization meetings with key stakeholders;

- Visual Design, Card Sorting, Prototyping, User Testing, and other methods;

LINKS

🔗 **jpduduch.github.io**
(Personal website)

⊕ **dribbble.com/jpduduch**

LANGUAGES

Portuguese
Native

English
Fluent [C1]

Spanish
Intermediate [B1]

German
Elementary [A2]

AWARDS

jul 2019 · Euromoney
next - Best bank from Latin America by Euromoney

nov 2018 · London International Awards 2018
Digital: UX - User Experience Gold Winner

aug 2018 · Cannes Lions
Design Silver: Bradesco next | R/GA Sao Paulo UX, UI & Journey Design

2018 · Wave Festival
next. a new bank connected by design.

VOLUNTARY WORK

jan 2006 · jan 2010
Skigawk: Martial Arts Instructor & Referee

From Jun 2018 **Until** Sep 2019	**Sao Paulo, Brazil** VISUAL DESIGNER # R/GA MEDIA GROUP, IPG INC.	

R/GA is one of the trendiest advertising and consultancy agencies in the world. My client was the award-winning 'next' – a bank for Millenials developed inside R/GA's office. As a member of the Creative and Experience Teams, I took part in:

- Delivering the experience and marketing handoffs for the bank through User Flows, Prototyping, Visual Design, and Art Direction for advertising campaigns – resulting in several awards for both R/GA and 'next';

- Maintenance and evolution of the company's Design System through illustrations, iconography, and components development;

EDUCATION

From Jun 2018 **Until** Sep 2019

Sao Paulo, Brazil
TERA ESCOLA DE NEGOCIOS
UX & DESIGN THINKING, BOOTCAMP

- **Specializations**: Design Thinking, Double-Diamond Methodology, Creative Leadership, User Research, Benchmarking, Data Analysis, Personas, Jobs to be done, User Journey Mapping, Quick Prototyping, Information Architecture, Behavioural Design, Wireframing, User Interface Design, Visual Design, Usability Testing.

- **Final Project:** Redefining the onboarding process of a knowledge management P.W.A. tool.

From Jun 2018 **Until** Sep 2019

Sao Paulo, Brazil
CENTRO UNIVERSITARIO BELAS ARTES DE SAO PAULO
GRAPHIC DESIGN, BACHELOR

- **Specializations**: Visual perception, Gestalt, Ethnographic studies, Art history, Illustration, Technical drawing, Photography, Marketing, Print Media, Digital Media, Web Design, Animation, Video Design, Art Direction.

- **Final Project:** Using augmented reality (A.R.) and gamification as a way to stimulate reading in infants and teenagers. **Grade: 10**.

Sao Paulo, Brazil
CENTRO FEDERAL DE EDUCACAO TECNOLOGICA (CEFET-SP)
COMPUTER PROGRAMMING, TECHNICIAN

- **Specializations**: Database management, Scientific Administration Methods, Programming Logics, Procedural Programming, Object-Oriented Programming, Functional Programming.

- **Final Project:** Industry's best approaches for detecting and analysing computer malwares. **Grade: 10**.

SHORT COURSES

may 2020 · Meiuca Design
Design System & Design Ops

nov 2020 · UX Change
Business Thinking for Designers

SKILLS

User Centered Design, User flows, Information Architecture, Visual Design, Prototyping, Testing, Experimentation, Research, Heuristic Analysis, Branding, Illustration, Art Direction, Storytelling, Lean/Kanban.

PROGRAMMING LANGUAGES

HTML/CSS, JavaScript, jQuery, Sass, React.js, COBOL, Visual Basic, C++.

TOOLS

Figma, Sketch, InVision, Principle, Abstract, Photoshop, Illustrator, Indesign, After Effects, GitHub, Miro, Jira, Kanbanize, Keynote, PowerPoint, Google Docs, Framer, Protopie.

INTERESTS

Videogames, Poker, Cats, Martial Arts, Computer Programming, Music, Contemporary Art, Classical Painting, Chess.