João Duduch

30 years old (12.02.1990). Brazilian, married.

Product Designer

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EDUCATION

From
Mar 2018

Until
May 2018

São Paulo, Brazil

TERA ESCOLA DE NEGÓCIOS

UX & DESIGN THINKING, NANODEGREE

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
Feb 2008

Until
Dec 2011

São Paulo, Brazil

CENTRO UNIVERSITÁRIO BELAS ARTES DE SÃO PAULO

GRAPHIC DESIGN, BACHELOR (B.A.)

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.**

From
Feb 2006

Until
Dec 2007

São Paulo, Brazil

CENTRO FEDERAL DE EDUCAÇÃO TECNOLÓGICA (CEFET-SP)

COMPUTER PROGRAMMING, ASSOCIATE'S DEGREE

Specializations: Database management, Scientific Administration Methods, Programming Logics, Procedural Programming, Object-Oriented Programming, Functional Programming, Systems Development Methods, Data Management & Security, Implementing Operating Systems.

SHORT COURSES

MEIUCA DESIGN – MAY 2020
DESIGN SYSTEM & OPS

To learn the applications & methods of building and implementing a Design System and how to promote the Design Ops culture across tech companies.

UX CHANGE – NOV 2020
BUSINESS THINKING FOR DESIGNERS

To comprehend business objectives and challenges from various lenses to better understand and empathize with the work of stakeholders.

LINKS

⊖ **jpduduch.github.io** (Portfolio)

⦿ **dribbble.com/jpduduch**

SKILLS

User Centered Design, User flows, Information Architecture, Visual Design, Prototyping, Testing, Experimentation, Research, Heuristic Analysis, Branding, Illustration, Art Direction, Storytelling, Lean/Kanban, HTML/CSS, Javascript, jQuery, Sass, ReactJS.

LANGUAGES

Portuguese – Native [C2]
English – Fluent [C1]
Spanish – Intermediate [B1]
German – Elementary [A2]

TRAININGS

SCRIMBA · JUN 2020
REACT.JS

DRC · MAY 2015
HTML & CSS

PRACTICAL EXPERIENCE

From
Sep 2019

Until
Today

São 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 the second designer of the team, I had a great challenge and responsibility of being one of the voices of design inside the company, which includes:

- Bringing the needs of the user to the core of discussions and defending the value of design, resulting in 200% more designers for the company
- Reducing delivery time by over 40% by building a constant discovery and delivery process along with the Agile, Products, and Technology teams
- Assisting the team manager to recruit new members, forming a diverse and multidisciplinary team

- Aligning business goals and users' voice with technology vision
- Organizing and conducting user research sessions
- Maintainance and evolution of C6 Bank's Design System
- Leading ideation and prioritization meetings with key stakeholders
- Product Delivery with Visual Design, Prototyping and user testing

From
Jun 2018

Until
Sep 2019

São Paulo, Brazil

DESIGNER, UI/UX
R/GA MEDIA GROUP, IPG INC.

R/GA is one of the trendiest advertising agencies in the world. As a member of the Creative and Experience Teams, I acted on business transformation for several clients, including the award-winning Next, a bank for Millennials developed from inside the office. This includes:

- User flows along with the Experience Designers of the team
- Prototyping and user testing

- Illustration, iconography, components development and evolution for Next Bank's Design System

From
Feb 2012

Until
May 2018

São Paulo, Brazil

UI/UX DESIGNER ← JUNIOR DESIGNER
AGÊNCIA ELEMENTO

At Elemento, I had the opportunity to work openly on several projects, from editorial brochures through PWA projects. I was also able to develop and grow my Front-end skills and migrate from Graphic Design to UX and Digital Design. Some of my responsibilities:

- Digital User Interfaces
- Front-end development of experiences with Sass, jQuery, Compass and Gulp
- Illustration and branding

From
Jan 2006

Until
Jun 2010

São Paulo, Brazil

INSTRUCTOR [VOLUNTARY]
SKIGAWK MARTIAL ARTS

SKIGAWK is an institution dedicated to the teaching of Chinese Martial Arts. As an instructor and referee, I had the opportunity to develop teaching and self-discipline skills by training children and adults on the principles of self-defense, martial arts, and kung fu philosophy.

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.