

# Joao Duduch

Based in Sao Paulo. Brazilian, married.

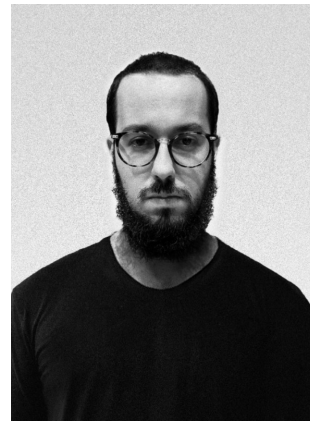
## Senior Product Designer

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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 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 everyone's ideas and insights quickly and in a structured way. I was able to understand business goals and obstacles and come up with a product roadmap in a timeframe of two weeks;
- Mentoring young designers to achieve the best and more effective design approaches;
- Assisting Design Leaders and Managers to recruit new designers for the team;
- 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:

- 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, forming a diverse and multidisciplinary team;
- Reducing product delivery time by building 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;
- Product Delivery with Visual Design, Card Sorting, Prototyping, User Testing, and other methods;

## LINKS

[jpduduch.github.io](https://jpduduch.github.io)  
(Personal website)

[dribbble.com/jpduduch](https://dribbble.com/jpduduch)

## 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.**

## LANGUAGES

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

## VOLUNTARY WORK

JAN 2006 → JUN 2010  
**SKIGAWK: MARTIAL ARTS INSTRUCTOR & REFEREE**