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# Kaue Lima

Projects and Portfolio



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Product Specialist with over 14 years  
experience in startups and global teams.

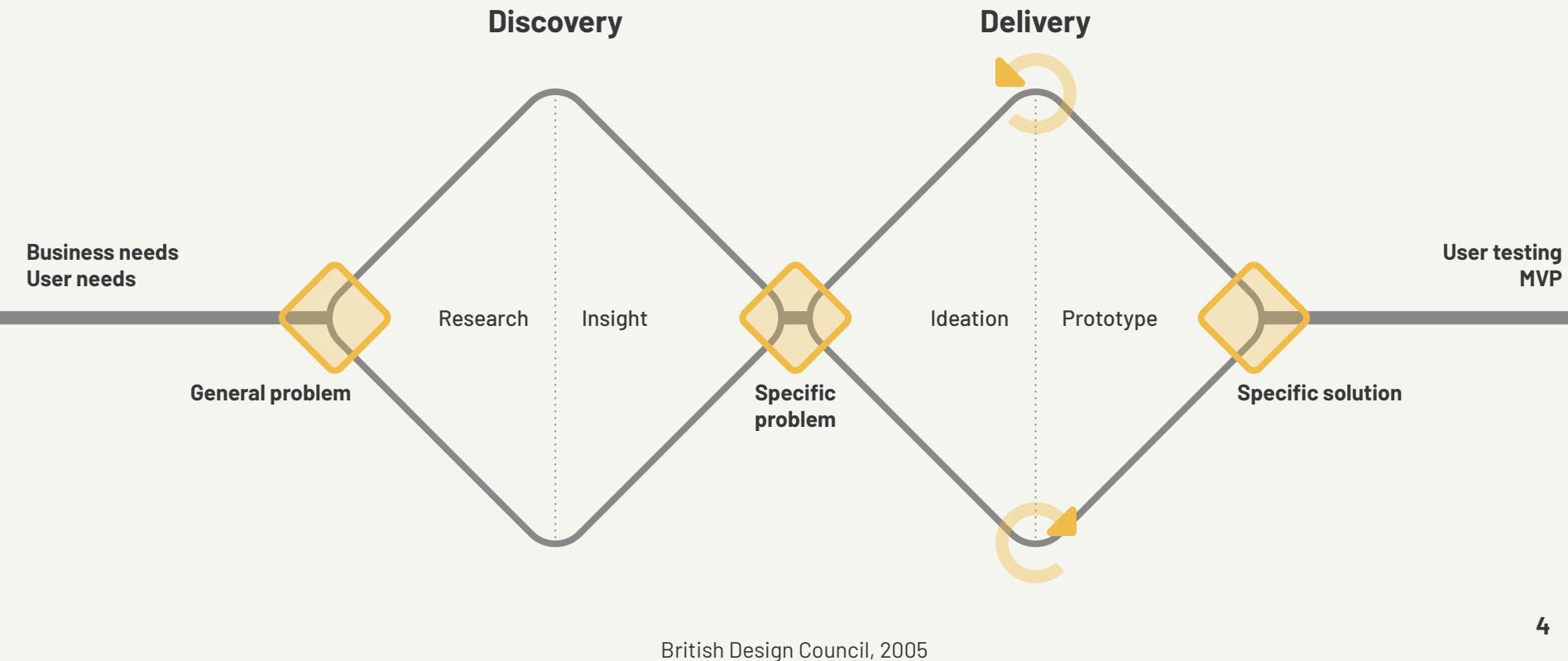
# Work timeline

Kauê Lima

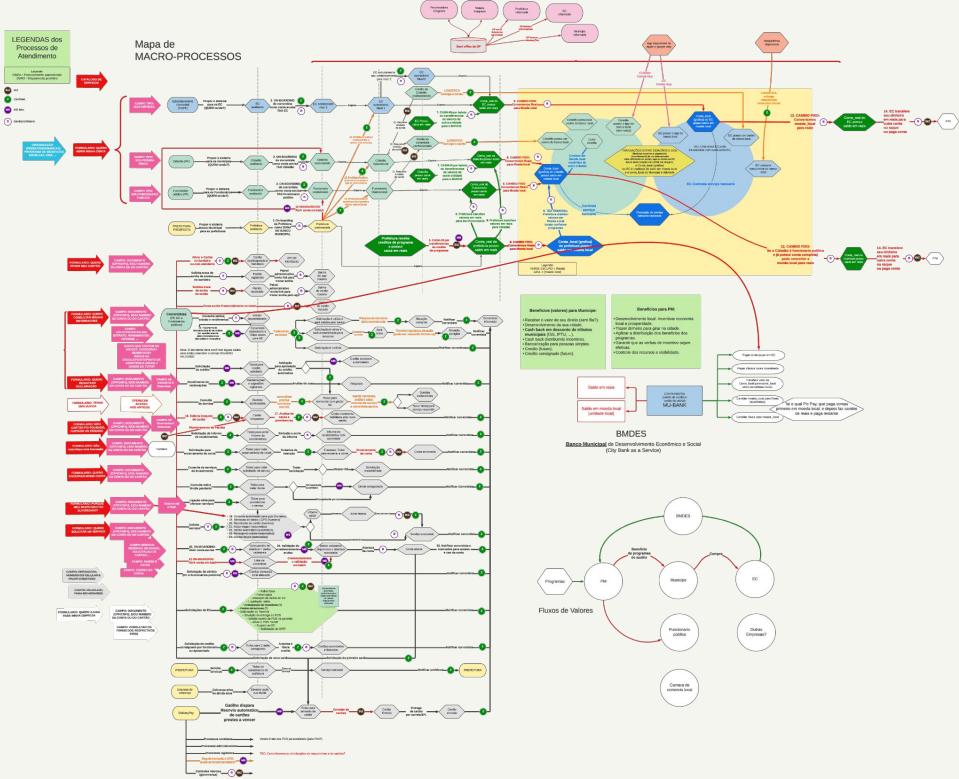
2010

				
<b>Clube da Entrega</b> Startup - Delivery	<b>Movile</b> Market Lead - Delivery	<b>Delivery Pay</b> Fintech - Cashback	<b>Bitboundaire</b> Near Shore - US Startups	<b>Your company</b>
Co-funded Clube da Entrega, focused on logistics, which was acquired by Movile, the owner of the biggest delivery app in Brazil.	Owner of iFood (85%~ delivery market in Brazil) Working to tailor CdE products for their needs and expanding the ecosystem of products.	Fintech, with a big focus on products to tighten the relation between retail and the industry.	Worked as a Product Designer and Product Manager for 4 startup projects in the US from ideation to launch.	Excited to help building great products and innovative design solutions.

# Double diamond

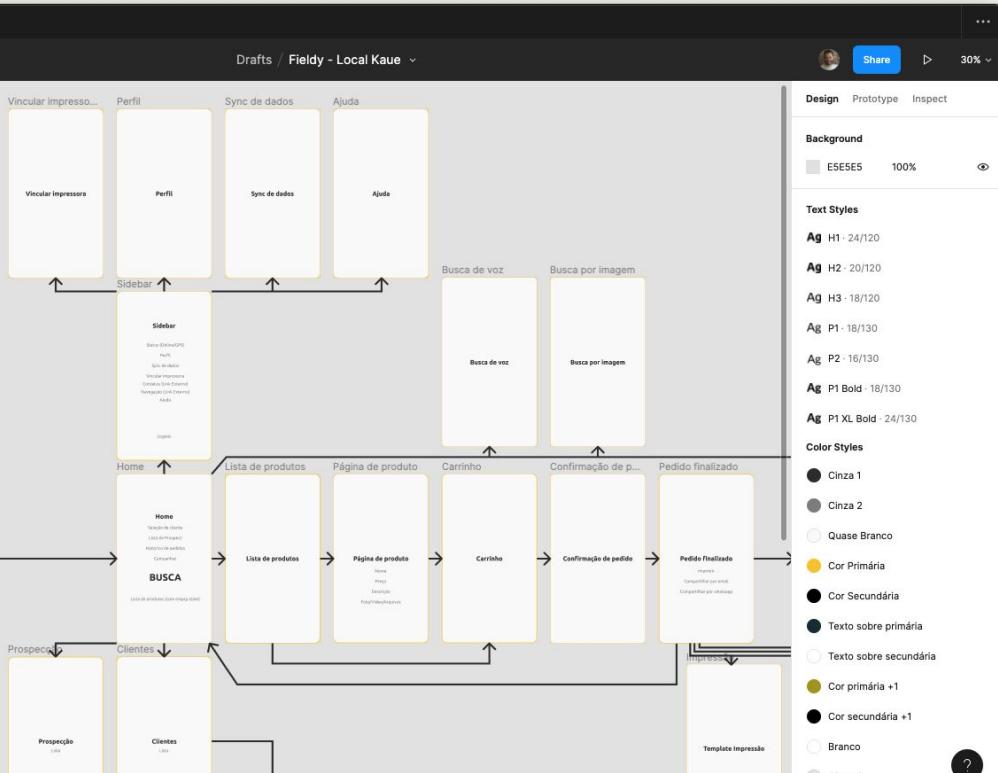


# Mapping



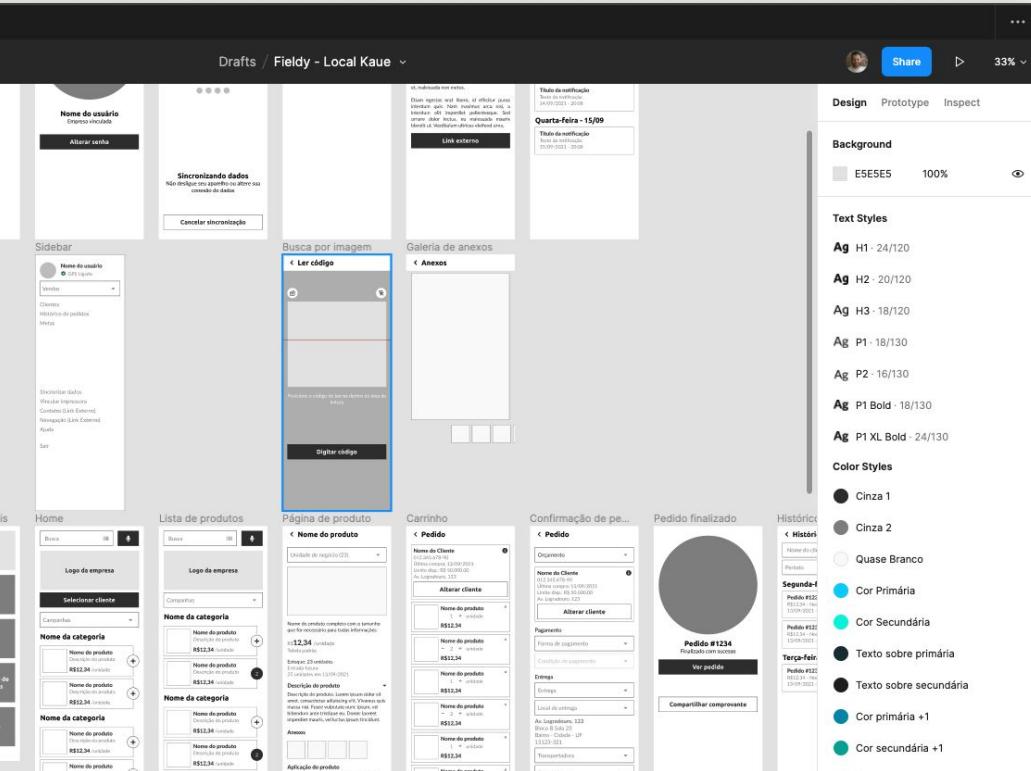
I start every project by thoroughly mapping the problem space. This stage involves in-depth research, stakeholder interviews, and competitor analysis to understand the context and constraints. I seek to identify the core challenges and opportunities, ensuring that my design direction is grounded in a clear understanding of the users and their needs.

# Define the user flow



Once the problem is mapped, I move on to defining the user flow. Here, I outline the ideal journey a user will take to achieve their goals. I prioritize simplicity and efficiency, ensuring that the flow aligns with both user needs and business objectives. This step sets the foundation for all subsequent design decisions.

# Low fidelity prototype



In this stage, I create low-fidelity prototypes to quickly iterate and validate the user flow. The focus is on structure and usability rather than aesthetics. I use these wireframes to gather initial feedback and make necessary adjustments before diving into more detailed designs.

# User testing

Aparecida Cardoso



...em, você? Tudo certo. Eu vou explicar um  
exemplo um pouquinho pra você antes, mas vou  
falar sobre o produto, só pra passar pela minha  
mente um pouco que o foco é atender

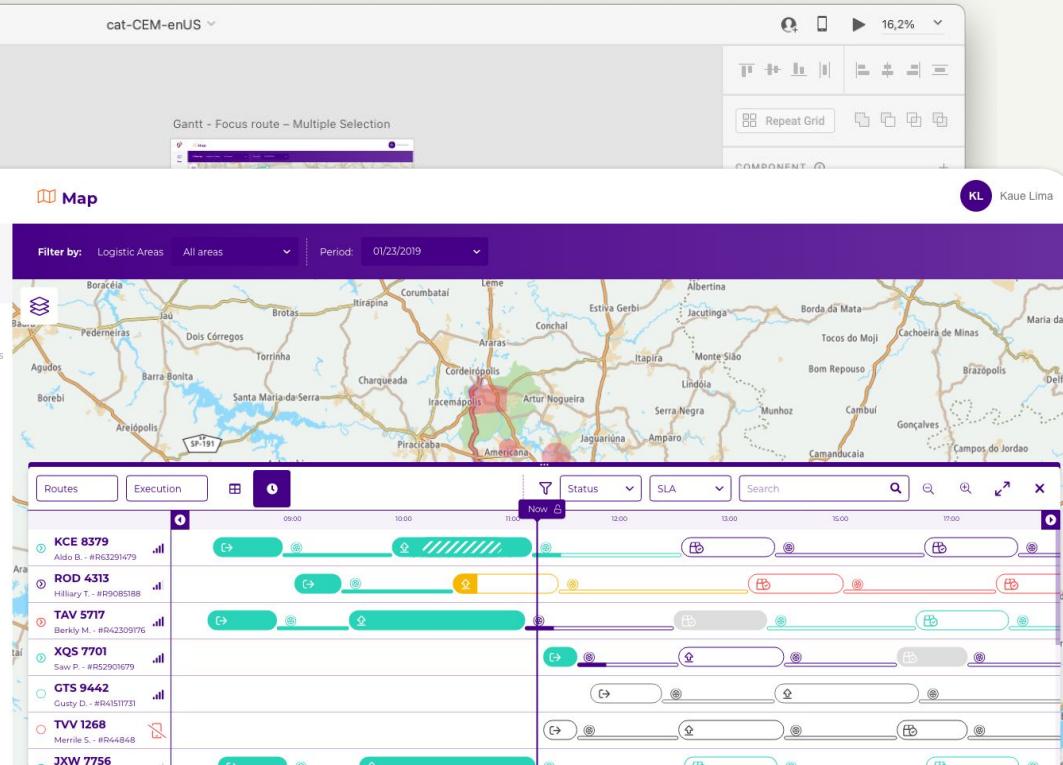
...almente ou parcialmente, seus atendimentos  
poderiam ajudar no agendamento de atendimentos, na

The screenshot shows a digital interface for managing user research findings. At the top, there's a search bar labeled "Search on interview facts and insights...". Below it, a section titled "Facts we extracted (24)" is displayed. The interface uses a card-based layout where each fact is presented with a timestamp and author information.

- Habit**: "The respondent primarily uses WhatsApp, occasionally Telegram, for scheduling appointments, often through referrals, and has attempted to use Instagram for business without success." - Aline Aparecida (May 10, 2024)
- Habit**: "The respondent manages appointments using a physical agenda and leverages WhatsApp Business features like labels and reminders, indicating a blend of traditional and digital tools in their workflow." - Aline Aparecida (May 10, 2024)
- Usability**: "For online appointments, the respondent prefers Google Meet but accommodates clients' preferences, including Zoom, and resorts to WhatsApp video calls when necessary, though they consider it less secure." - Aline Aparecida (May 10, 2024)
- Habit**: "The respondent conducts online appointments using a computer rather than a mobile device, suggesting a preference for a more stable and professional setup." - Aline Aparecida (May 10, 2024)

User testing is a critical part of my process. I conduct tests with real users to validate assumptions and identify pain points early on. The insights gained from these sessions guide iterative improvements, ensuring that the design is both intuitive and effective.

# High fidelity Prototype



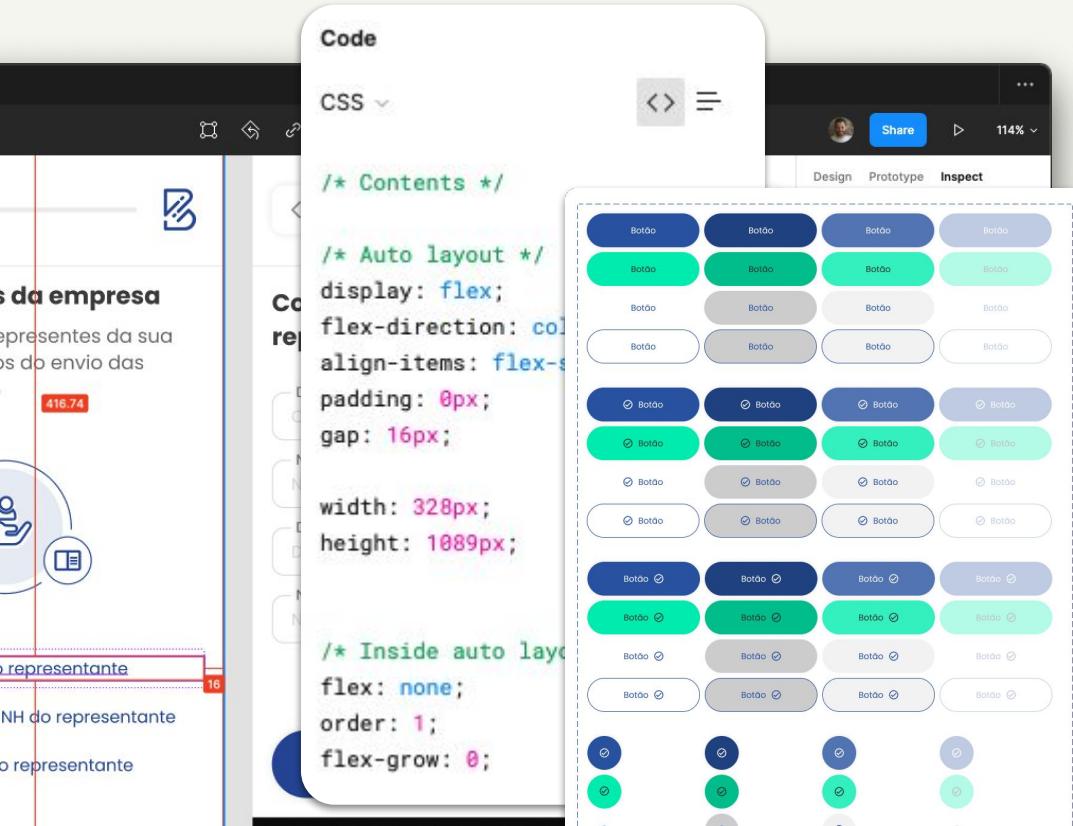
With validated feedback in hand, I develop high-fidelity prototypes that bring the design to life. This is where I focus on visual design, micro-interactions, and overall user experience. The goal is to create a polished, near-final version that accurately represents the end product.

# Components and Design System

The screenshot shows a dark-themed design system interface for the 'Button' component. On the left, there's a sidebar with a tree view of components like 'Buttons', 'Icons', and 'Text'. The main area has tabs for 'Button Specs' and 'Specs'. The 'Specs' tab is active, displaying the 'Button' component details. It includes sections for 'Anatomy' (with icons for Left Icon, Label, Right Icon, and Spinner), 'Properties' (with a list of states: Idle, Hover, Pressed, Disabled, and a note about spinner placement), and 'Size' (with L (default) and S variants). A right sidebar contains 'Local styles' (Display, Headline, Title, Body, Label, Label Avatar, Inline Button), 'Text styles' (Theme, Neutrals, Semantic, Family Colors), and 'Effect styles' (jam shadow, Elevation).

Whether building a design system from scratch or leveraging an existing one, I ensure consistency and scalability across the product. I create or adapt a comprehensive library of reusable components, style guidelines, and interaction patterns that align with the project's needs. This design system serves as a single source of truth, facilitating collaboration and ensuring a cohesive user experience across all touchpoints.

# Developer handoff



The final step is the developer handoff, where my structured development knowledge plays a key role. I collaborate closely with developers, providing detailed documentation and design specifications to ensure a smooth transition from design to development. My understanding of the development process helps minimize ambiguity, streamline communication, and support the team in delivering a product that stays true to the original vision.

# Project #1

# Jam Family Planner



# Key Contributions

JAM is a family planner designed to help families coordinate schedules and manage tasks efficiently. The project aimed to create an intuitive interface that accommodates the needs of multiple family members.

## UX & UI Design

Led the design of the entire interface from the ground up. I focused on creating a user-friendly experience that simplifies task management and scheduling for families.

## Initial Project Leadership

Took charge of the project's early design phases, setting the direction for the overall user experience and visual style.

## Stakeholder Communication

Engaged in regular communication with stakeholders to align the design with business goals and ensure that user needs were being met.

JAM / JAM - Design System

Ask to edit

Share

Comment Properties Export

Semantic Colors

| Semantic colors

Status Success	Status Error	Status Warning	Status Info
OnSuccess	OnError	OnWarning	OnInfo
SuccessContainer	ErrorContainer	WarningContainer	InfoContainer
OnSuccessContainer	OnErrorContainer	OnWarningContainer	OnInfoContainer

Family Colors

| Family Colors

Cherry	Melon	Lemon	Mint
Cherry	Melon	Lemon	Mint
OnCherry	OnMelon	OnLemon	OnMint
CherryContainer	MelonContainer	LemonContainer	MintContainer
OnCherryContainer	OnMelonContainer	OnLemonContainer	OnMintContainer
OnCherryContainer32%	OnMelonContainer32%	OnLemonContainer32%	OnMintContainer32%

Blue	Indigo	Grape	Pink
Blue	Indigo	Grape	Pink
OnBlue	OnIndigo	OnGrape	OnPink
BlueContainer	IndigoContainer	GrapeContainer	PinkContainer
OnBlueContainer	OnIndigoContainer	OnGrapeContainer	OnPinkContainer
OnBlueContainer32%	OnIndigoContainer32%	OnGrapeContainer32%	OnPinkContainer32%

Theme & Neutrals

Create account

?

Pages

Cover

Brand

Colors

Effects

Typography

Icons

Grid

Illustration

Alert

App bar

Avatar

Bottom navigation

background: #F8EFEB;

# Family setup - Compact

# Set password - Compact

# Login - Compact

# Invite - Compact

# Create account - Compact

Family Colors

Rectangle 4

Rectangle 3

Theme & Neutrals

Semantic Colors

ds/title

The screenshot shows the JAM - Design System interface. At the top, there's a navigation bar with tabs for 'JAM - Design System' and 'Ask to edit'. The left sidebar contains sections for 'Pages', 'Grid', 'Illustration', 'Alert', 'App bar', 'Avatar', 'Bottom navigation', 'Sidebar navigation', 'Button', 'Calendar', 'Checkbox / Radio Button', 'Collapse', 'Color Selector', 'Cropper', 'Bottom Bar', and 'Specs'. The main content area has several cards: 'Bottom Bar' (with a preview of a bottom navigation bar), 'Page Selector' (with a preview of a page selector bar), 'Anatomy' (listing components like Bottom Bar, Home, Calendar, To-Do, Notification, and User settings with their properties), 'Layout and spacing' (with a diagram showing horizontal spacing), and 'Show Unread Indicator' (with a preview of an unread indicator). The right sidebar includes sections for 'Comment', 'Properties', 'Export', 'Local styles', 'Text styles', 'Display', 'Headline', 'Title', 'Body', 'Label', 'Label Avatar', 'Inline Button', 'Ag Small - 13/Auto', 'Color styles', 'Theme', 'Neutrals', 'Semantic', 'Family Colors', 'Effect styles', 'jam shadow', and 'Elevation'.

JAM / JAM - Design System Ask to edit

Share ...

Comment Properties Export

**Local styles**

- Text styles
  - Display
  - Headline
  - Title
  - Body
  - Label
  - Label Avatar
  - Inline Button
- Ag Small - 13/Auto

**Color styles**

- Theme
- Neutrals
- Semantic
- Family Colors

**Effect styles**

- jam shadow
- Elevation

?

**Event**

The Event component serves as the foundation of our calendar and weekly views in the product, providing support for two distinct event types: Single and Shared Events.

Single Events are unique events that belong to a single user's calendar. In contrast, Shared Events are events that are visible to all users in a Family's calendar.

Each event includes a name, end time, and icon to indicate which calendar the event belongs to. The icon varies based on the number of calendars a user has, with each calendar represented by a different icon.

It's worth noting that Single Events come in a range of color variants, with each user in a Family assigned a unique color to reflect their preferences. All events in a user's calendar are then displayed in their chosen color.

**Specs**

**Expanded To Do**

Set 5

4 Pending To do items for today:

- Complete project report Work 1/10
- Insert your title here Loren ipsum dolor sit amet. Work 1/10
- Insert your title here Loren ipsum dolor sit amet. Work 1/10
- Insert your title here Loren ipsum dolor sit amet. Work 1/10
- Insert your title here Loren ipsum dolor sit amet. Work 1/10

**To do**

1 To do items today

7 To Do items today

**Shared To Do**

Set 5

4 Pending To do items for today:

- Complete project report Work 1/10
- Insert your title here Loren ipsum dolor sit amet. Work 1/10
- Insert your title here Loren ipsum dolor sit amet. Work 1/10
- Insert your title here Loren ipsum dolor sit amet. Work 1/10
- Insert your title here Loren ipsum dolor sit amet. Work 1/10

**Shared To Do**

Set 5

4 Pending To do items for today:

- Complete project report Work 1/10
- Insert your title here Loren ipsum dolor sit amet. Work 1/10
- Insert your title here Loren ipsum dolor sit amet. Work 1/10
- Insert your title here Loren ipsum dolor sit amet. Work 1/10
- Insert your title here Loren ipsum dolor sit amet. Work 1/10

View all to dos

View all to dos

**Pages**

- Grid
- Illustration
- Alert
- App bar
- Avatar
- Bottom navigation
- Sidebar navigation
- Button
- Calendar
- Checkbox / Radio Button
- Collapse
- Color Selector
- Cropper
- Event Card - Smallest size
- mobile weekly
- Calendar - Daily 3+ family members - Compact
- weekly
- weekly header
- weekly header item
- Expanded DayCard
- overlap
- Mobile Daily Grid
- weekly grid
- daily view grid
- Calendar
- Image
- Rectangle 1
- IMG\_0714

JAM - HiFi X JAM - Design System +

JAM / JAM - HiFi Ask to edit

Share ⌘ ⌘ ⌘ 20% ▾

Pages ^

Cover

App Icon

Splash Screen

Login

User & Family Creation +

Onboarding & Membership

Jam On It

Settings

Force Update

Calendar

Calendar events

flow name

terms of service

Icons for roles

Roles/Permissions

flow name

flow name

flow name

flow name

decline invitation

family creation - web + mobile

secondary user creation

primary user creation

family creation - web + mobile Ready for dev ↗

Add Family ... Add Family Member - Desktop

web FAMILY CREATION Create Family - Add Adult

web FAMILY CREATION Add 1st Adult

Add Adult - ... Add Adult - Desktop

web FAMILY CREATION Create Family - Add Kid

Add another... Add another Adult - Desktop

web JAM ROLES Understand Roles

mobile JAM ROLES Understand Roles

web JAM ROLES Roles

web JAM ROLES Create user/ Choose role

Add Adult - ... Add Kid - Desktop

Info about ...

Local styles

Grid styles

12 columns grid

JAM - HiFi JAM - Design System +

Ask to edit

Share ⌘ ↗ 29% ▾

Comment Properties Export

Local styles

Grid styles

12 columns grid

Pages ^

Cover

App Icon

Splash Screen

Login

User & Family Creation +

Onboarding & Membership

Jam On it

Settings

Force Update

Calendar

Calendar events

vc fala d

vc fala d

vc fala d

jam on it

web + mobile

JAM USER

**Reminder:**  
Jam On It (AI)

Learn More button

Try it later

Good morning, Alice!

Let Jam get your events in the calendar!

Let Jam get your body work!

Dashboard / Jam on it banner

DASHBOARD

Jam On It (AI) on Dash

vc fala d

vc fala d

vc fala d

jam on it

mobile

DASHBOARD

Jam On It (AI) on Dash

Good Morning, Alice! 2 Notifications

Good Morning, Alice! 2 Notifications

Good Morning, Alice! 2 Notifications

Let Jam get your body work.

Let Jam get your events in the calendar!

?

JAM - HiFi X JAM - Design System +

JAM / JAM - HiFi Ask to edit

Share ⌘ ↗ ▶ 21% ▾

Pages ^

Cover

App Icon

Splash Screen

Login

User & Family Creation +

Onboarding & Membership

Jam On It

Settings

Force Update

Calendar

Calendar events

flow name

Text

Birthday in Calendar

Date Picker

Monthly view

Weekly View

Weekly View

External Event in Calendar

To do in Calendar

Calendar - Monthly View

Calendar - Daily View

daily view grid

Calendar - Weekly - Compact

daily view grid

daily view grid

Calendar - Monthly View Ready for dev

DONE CALENDAR - MONTHLYVIEW [WEB + MOBILE]

Monthly View - Expanded

web CALENDAR Monthly View

Monthly View - Web

Monthly View - Web

Expanded Calendar Day

Monthly View

Monthly View

Open Toy Calendar - Mobile

Open Toy Calendar - Mobile

?

Local styles

Grid styles

12 columns grid

# Project #2

# Smartcard



# Key Contributions

JAM is a family planner designed to help families coordinate schedules and manage tasks efficiently. The project aimed to create an intuitive interface that accommodates the needs of multiple family members.

## UX & UI Design

Led the visual design efforts to create a sleek, professional look that aligns with the brand's vision. I focused on delivering a design that balances aesthetics with functionality.

## Brand Identity Integration

Ensured that the visual design was consistent with the overall brand identity, using color schemes, typography, and imagery that resonated with the target audience.

## Design System Development

Developed a cohesive design system for Smartcard, including a library of reusable visual components, to ensure consistency across different touchpoints.

Smart Card | Smartcard - Design System

Layers Assets Button ✓

Pages +

Cover

Brand Colors Effects Typography Icons Grid Illustration Spinner ✓

**Button**

**Master**

**Button Specs**

**Specs**

**Button**

**Anatomy**

**Properties**

**Size**

**L (default)**

**S**

**Type**

Design Prototype

Page 1E1E1E 100%

Local variables

Local styles

- Title
- Display
- Headline
- Body
- Label
- Table Number

Color styles

- Primary
- OnPrimary
- PrimaryContainer
- OnPrimaryContainer
- Background
- OnBackground
- Gradient
- OnGradient
- Surface
- OnSurface
- Disabled
- OnDisabled
- Unselected
- InteractionState
- Hover
- Press
- Error
- OnError
- ErrorContainer
- OnErrorContainer

# Design System

# Color Theme (Light Mode)

Active Theme

 Primary primary400	 Surface neutrals0	 Error Error	 Status success Success	 Status warning Warning	 Status info Info
 OnPrimary neutrals0	 OnSurface neutrals1000	 OnError neutrals0	 OnSuccess neutrals0	 OnWarning neutrals0	 OnInfo neutrals0
 Primary container primary50	 Disabled neutrals400	 ErrorContainer ErrorContainer	 SuccessContainer SuccessContainer	 WarningContainer WarningContainer	 InfoContainer InfoContainer
 OnPrimaryContainer primary900	 OnDisabled neutrals100	 OnErrorContainer Error	 OnSuccessContainer Success	 OnWarningContainer WarningVariant	 OnStatusContainer Info
 Background primary10	 Unselected neutrals500				
 OnBackground neutrals900	 Interaction state neutrals1000				
 Gradient brandGradient	 Hover Interaction state 8%				
 OnGradient neutrals0	 Press Interaction state 12%				

Material Design Color System

#### Text field Building Blocks

## Building Blocks

Content text and placeholder



Content



Error message



Label with required indicator



#### Text field

## Master

Simple input (for confirmation codes)



Full Input



#### Text field

Placeholder

Label

The label of an input field is to be presented as a material design label. When the field is not focused or filled, the label is in place of the placeholder. Everywhere else, the label goes to the border of the input field with a transition animation.

Message types

A message can be displayed below the input field with the following status types:

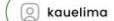
- Error (Red)
- Success (Green)
- Warning (Yellow)
- Info (OnSurface, blue info status are reserved for notifications)

Success and Error message types also change the field outline and label to their respective status color.

Placeholder

This is a required field

Username



This username is available

Password



Your password must contain at least:

- 8 Characters
- 1 uppercase letter
- 1 lowercase letter
- 1 number

# Atomic Design Components & Documentation

### Log in to smartcard

Use your email and password linked to your smartcard account

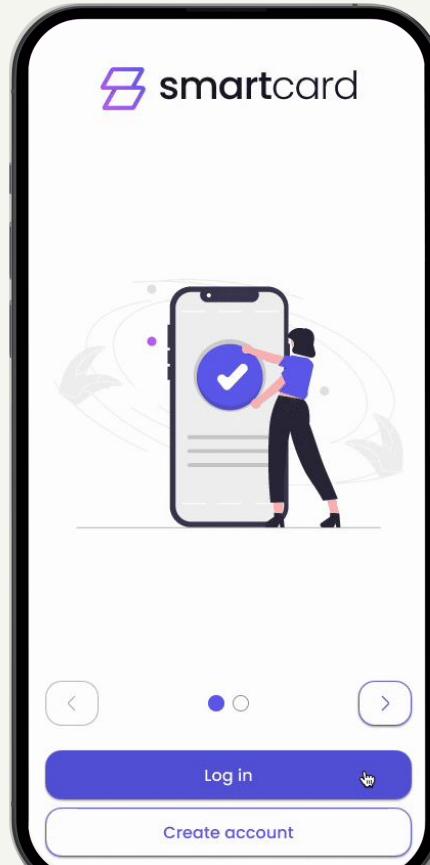
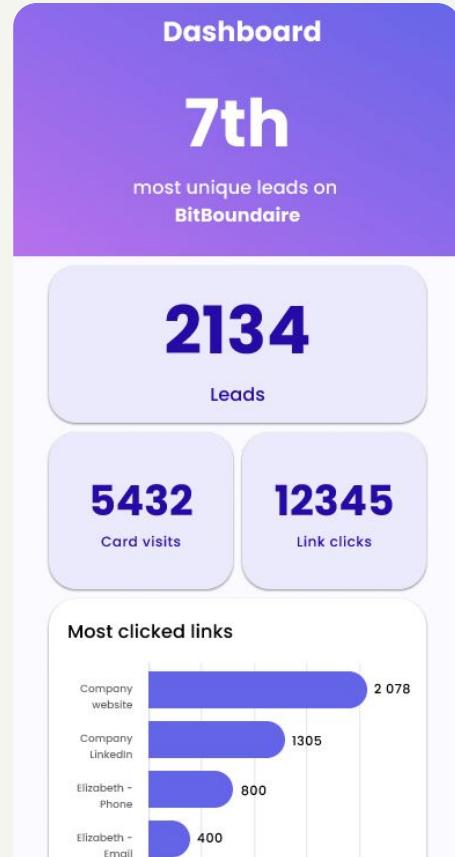
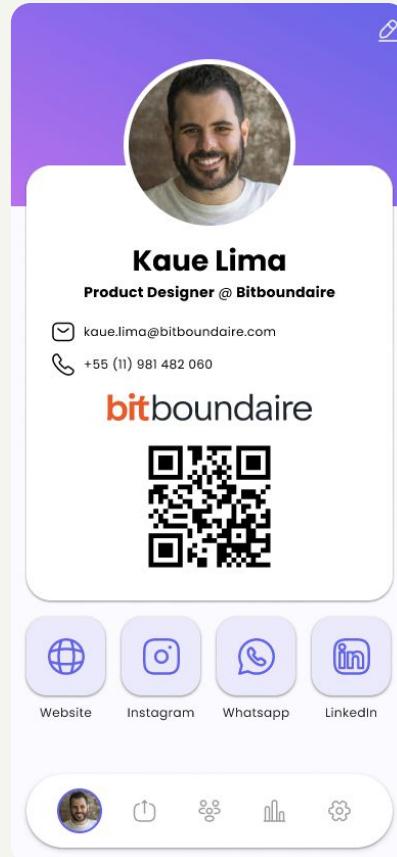
Email

Password

[Forgot password?](#)

[Log in](#)

[Create account](#)



Complete User Flow

The dashboard features a vertical sidebar with icons for navigation: a grid, a bar chart, a funnel, a calendar, a shopping cart, and a flower.

### Key Metrics

- Leads:** 2134. Potential value: \$42.680 avg \$20 per lead.
- Card visits:** 5432.
- Link clicks:** 12345.

### Lead Activity

**Most lead generated:**

User	Leads
Elizabeth Johnson	429
David Wilson	342
Sarah Brown	288
Michael Davis	196
Rachel Thompson	90

**Most visited cards:**

Card	Visits
David Wilson	2 145
Elizabeth Johnson	1 416
Sarah Brown	1 234
Rachel Thompson	987
Lauren Smith	777

**Most clicked links:**

Link Type	Clicks
Company Website	2 078
Company LinkedIn	1 305
Elizabeth - Phone	800
David - Email	400
Elizabeth - Email	306

**Latest leads:**

- Kristin Watson (kris.watson@microsoft.com) (406) 555-0120 February 02, 2023 - 01:26 pm
- Kathryn Murphy Cooper Silva... (kathryn.murphy.cooper.silva@amazonaws.com) (217) 555-0113 January 03, 2023 - 02:53 pm
- Cody Fisher (cody@google.com) May 06, 2023 - 10:33 am
- Floyd Miles (floyd@bitboundaire.com) August 09, 2023 - 10:02 pm
- Darlene Robertson (darlene@facebook.com) (229) 555-0109 June 19, 2023 - 02:02 am

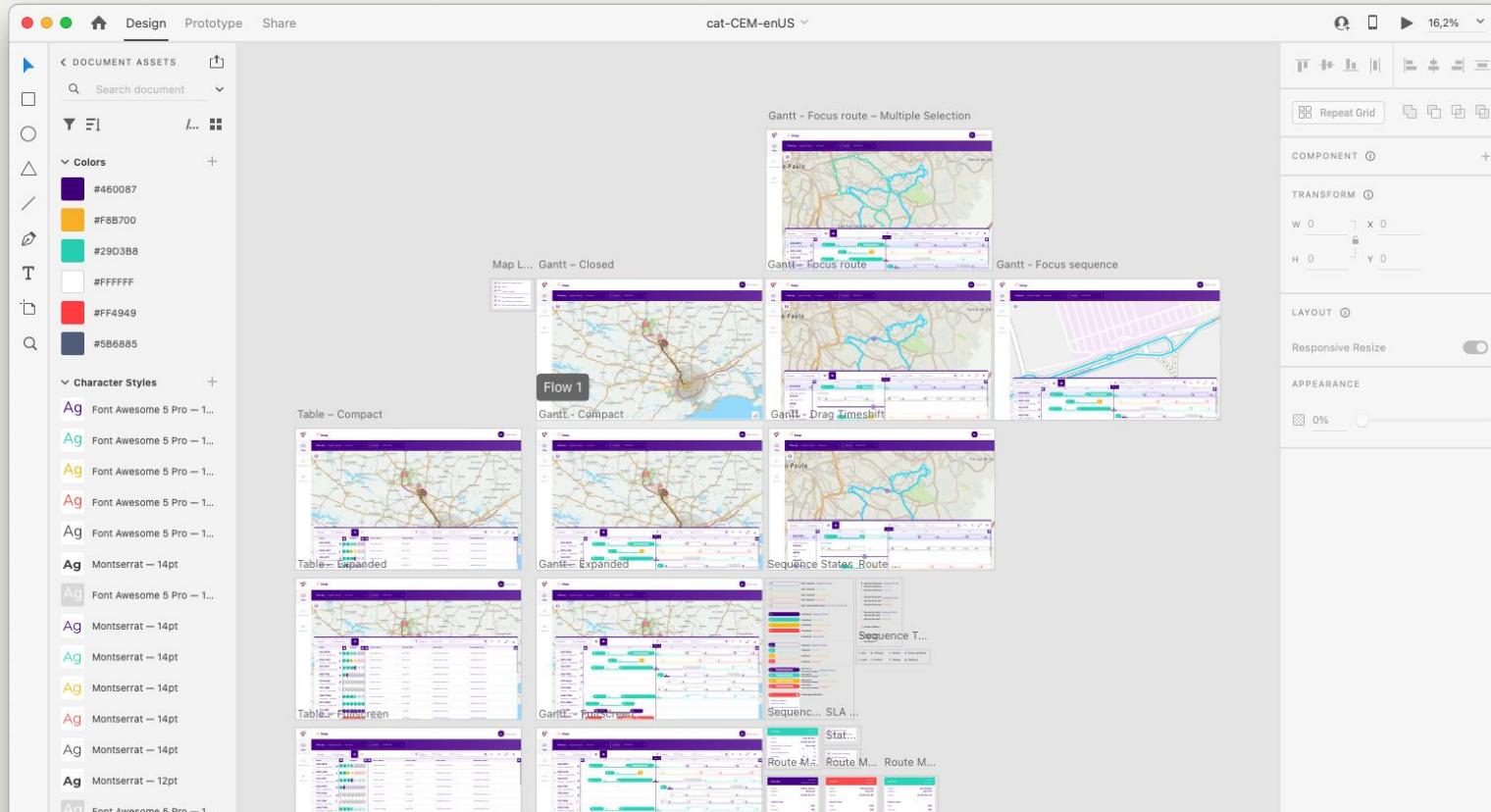
[See all leads](#)

Web version

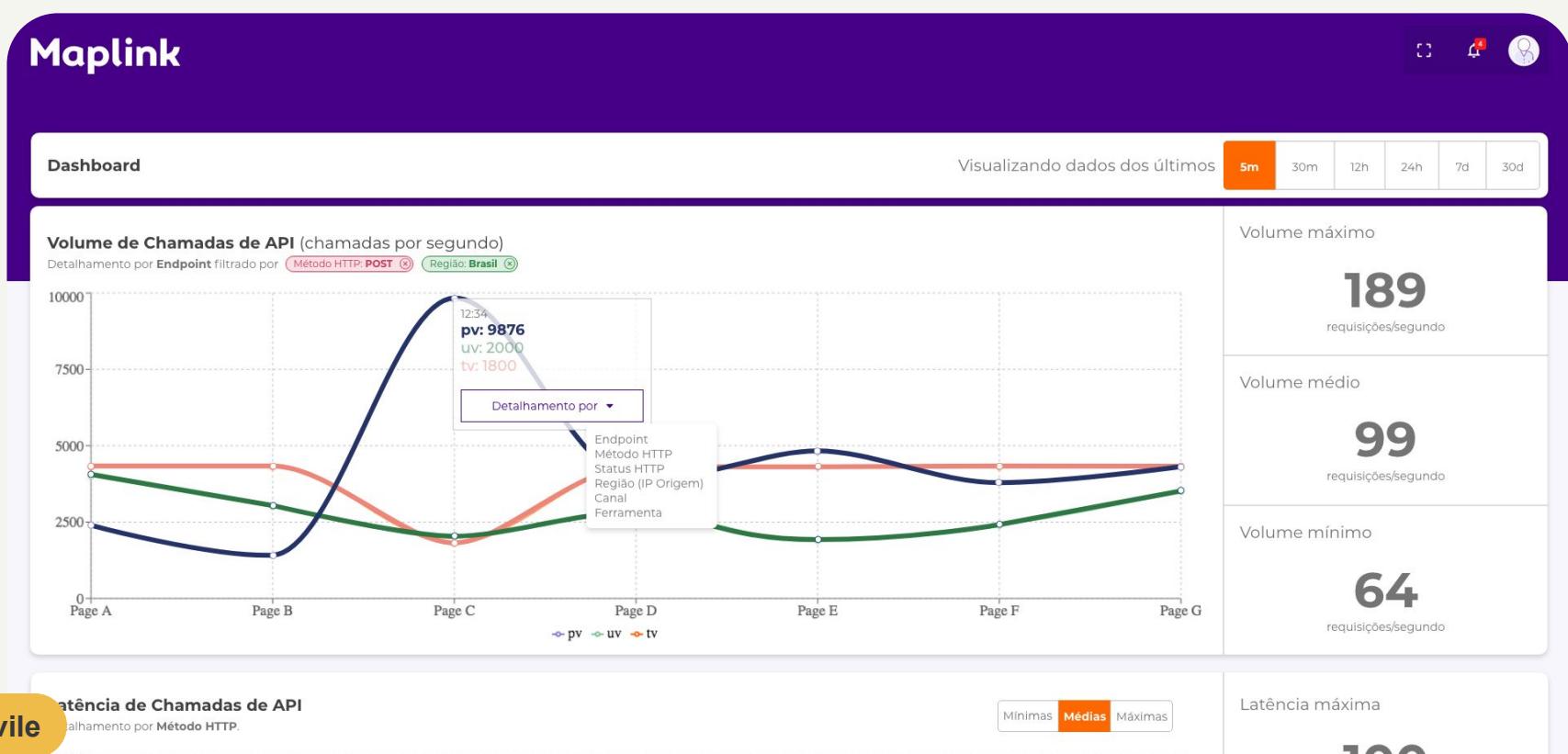
# More Projects Older but still relevant

The screenshot displays a Figma wireframe for a mobile application interface. The top navigation bar shows the project name "Fieldy - Local Kauê" and a "Drafts" tab. The left sidebar contains a "Pages" section with various design assets and prototypes. A detailed prototype for "Protótipo - Alta fidelidade" is selected, showing a navigation menu with items like "Teclado", "Overlay Calendário", and "Busca por voz". The main content area features a "Lista de produtos" (Product List) with sections for "Mais vendidos" (Best-Selling Products) and "Cabos" (Cables). The "Carrinho" (Cart) panel on the right shows a summary of items added, including a "Filtro de linha" (Line Filter) and a "Cabo Ethernet". The bottom right corner includes sections for "Pagamento" (Payment), "Entrega" (Delivery), and "Faturamento" (Billing). A large yellow circular graphic is overlaid on the background of the slide.

# Logistics Dashboard



# Internal Reports



# Payment Terminal

Delivery Pay

Design Prototype Share

DeliveryPay - POS V2

Colors

- BAT cyan
- BAT mid blue
- BAT yellow
- BAT orange
- BAT purple
- BAT light green
- BAT green
- BAT magenta
- BAT dark blue
- Conecta Main
- Cancel red
- Cancel Gradient
- Fix Gradient
- Fix Yellow
- Success Gradient
- Success Green
- DP Accent
- #757575
- #B9B9B9
- #424242
- #F1F1F1

ADD PRODUCTS / LIVE

Card type Selector

Payment type

Parcelas

Please insert

Aproxime, Insira ou passe o cartão

Seleção de Via

Reimpressão

Via do cliente

IMPRIMIR CROPROVANTE

ESTORNAR VENDA

Detalhe Transação - Imprimir

R\$40,55

4 transações confirmadas

Transações - Detalhado

22/03/19

12:30 100% 32,42%

3,35 Débito (RT5%) R\$27,40

16,50 100% 32,42%

3,35 Débito (RT5%) R\$27,40

3,35 100% 32,42%

3,35 Débito (RT5%) R\$27,40

3,35 100% 32,42%

3,35 Débito (RT5%) R\$27,40

VISA

RELÓRIO DIÁRIO

R\$0,14

em Cashback

Produtos identificados

CONTROL + BOOST FRESH GREEN

Carback: R\$0,07

CONTROL + BOOST FRESH GREEN

Carback: R\$0,07

IMPRIMIR CROPROVANTE

ESTORNAR VENDA

Detalhe Transação - Estorno

R\$5,00

Via do cliente

IMPRIMIR CROPROVANTE

ESTORNAR VENDA

Detalhe Transação - Sync'd ...

R\$5,00

Via do cliente

IMPRIMIR CROPROVANTE

ESTORNAR VENDA

Crédito Souza Cr

R\$235,33

Crédito Souza Cr

Via quanto você tem em créditos Souza Cr

COMPONENT

TRANSFORM

LAYOUT

Responsive Resize

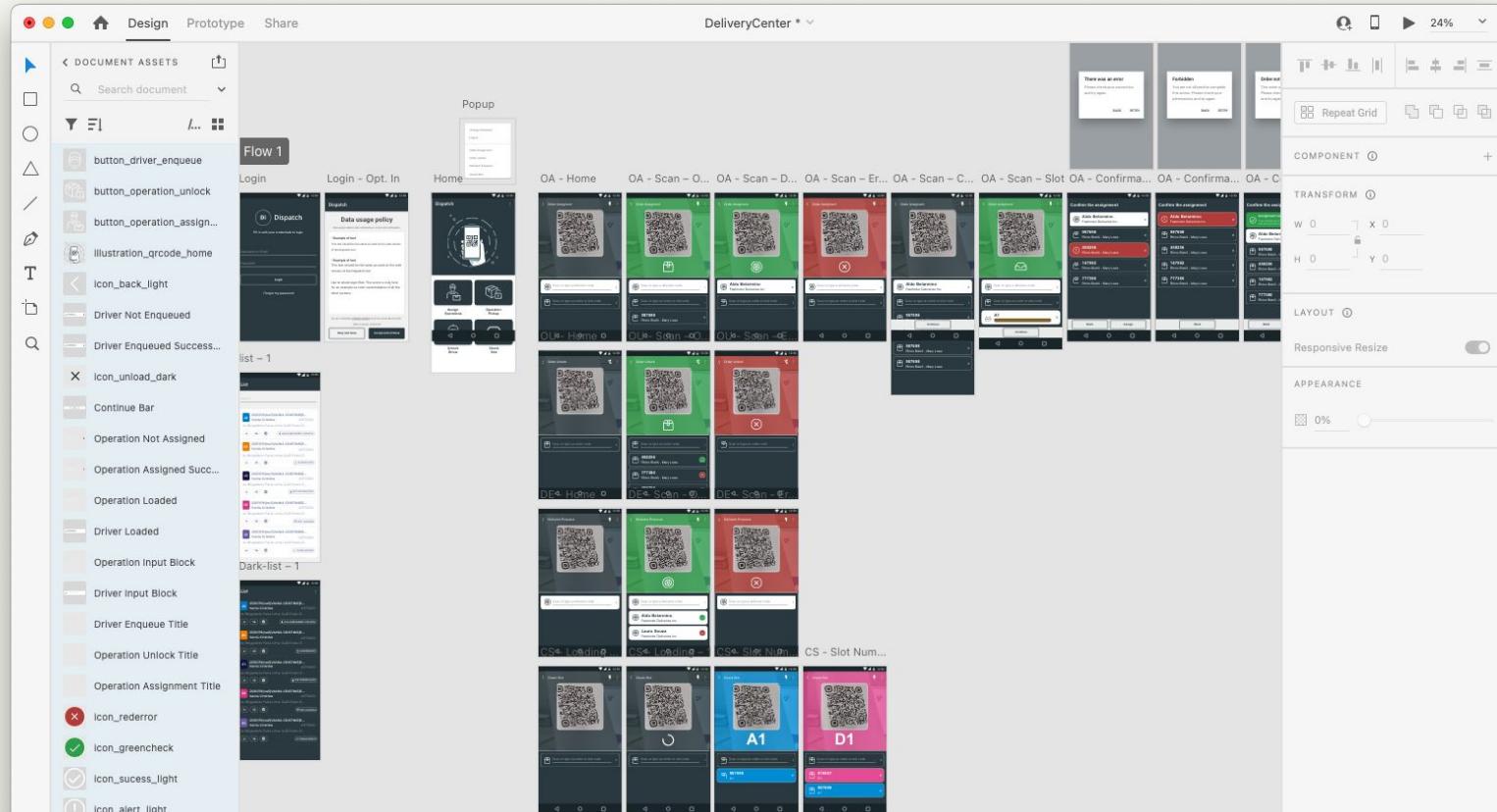
APPEARANCE

44,1%

847

30

# Dispatch app



# Field application

The screenshot shows the Figma interface with a mobile application prototype for "Fieldy - Local Kauê".

**Left Sidebar:** Contains a tree view of the project structure under "Protótipo - Alta fidelidade".

- Pages: Guia de estilo, Biblioteca de componentes, Mapeamento Fieldy (Antigo), Fluxos de Interação (Planejado), Protótipo - Baixa fidelidade, Protótipo - Alta fidelidade.
- Components: # Teclado, # Overlay Calendário, # Busca por voz, # Vincular impressora BT, # Ajuda - Artigo, # Ajuda, # Sync de dados, # Perfil, # Criar senha, # Token, # Feedback recuperação, # Recuperação de senha, # Adicionar cliente, # Hábito de compras, # Detalhe cliente.

**Central Area:** Displays the mobile application screens:

- Lista de produtos:** Shows a search bar and a list of products under "Mais vendidos".
  - Filtro de linha - 5 tomadas: R\$ 27,90/unidade
  - Filtro de linha - 5 tomadas - Branco: R\$ 219,90/unidade
- Frame:** Shows a product detail screen for a "Filtro de linha - 5 tomadas - Preto".

Preço: R\$ 109,97 /unidade

Estoque: 23 unidades

Última atualização: 23 unidades em 13/09/2021

**Cabos:**

  - Cabo USB-C: R\$ 53,90/unidade
  - Cabo HDMI: R\$ 102,00/unidade
  - Cabo Ethernet: Cat 6e - 5 metros: R\$ 119,97/unidade
- Carrinho:** Shows a cart item: "Filtro de linha - 5 tomadas - Preto" (25 unidades) at R\$ 27,90.
- Confirmação de pedido:** Shows a summary of the order:
  - Nome do Cliente: 012345678-90
  - Última compra: 13/09/2021
  - Limite de crédito: R\$ 50.000,00
  - Av. Logradouro, 123
- Pedido:** Shows a payment section:
  - Forma de pagamento: Forma de pagamento
  - Condicão de pagamento: Condicão de pagamento

**Right Sidebar:** Design tools and styles.

- Background:** E5E5E5, 100%.
- Text Styles:**
  - Ag H1 - 24/120
  - Ag H2 - 20/120
  - Ag H3 - 18/120
  - Ag P1 - 18/130
  - Ag P2 - 16/130
  - Ag P1 Bold - 18/130
  - Ag P1 XL Bold - 24/130
- Color Styles:**
  - Cinza 1
  - Cinza 2
  - Quase Branco
  - Cor Primária
  - Cor Secundária
  - Texto sobre primária
  - Texto sobre secundária
  - Cor primária +1
  - Cor secundária +1
  - Branco
  - Cinza 3

• • •

Thanks!

[kauelima.com](http://kauelima.com)

kaue@kauelima.com

+55 (11) 981 482 060