

# Matheus Gomes

Product Designer | Full Stack Designer

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## WORK EXPERIENCES

**Design and Audiovisual (Freelancer)** 2018 — now

**Product Designer at Genera** 2021 — 2022

- As the only designer on the team, I worked with the concept of user-centered design in the development of prototypes and the creation of a component library in collaboration with the development team.
- I was actively involved in the conception and maintenance of the Design System, which was essential to standardize, optimize and ensure the consistency of the interfaces, being iteratively refined based on research and user feedback.

**Art Director at Degrau Publicidade** 2021

- I collaborated with the design coordinator and the team to create advertising materials for the pharmaceutical sector.
- I developed visual content for social media posts, banners, newsletters and landing pages, in addition to working on the development of visual identities and branding.

**UX/UI Designer at Brand Connect** 2016 — 2021

- My work involved creating prototypes for websites and apps, as well as developing newsletters and landing pages, always with a focus on usability and accessibility.
- I have worked with renowned clients, including PayPal, RedBull, Verizon, Yahoo, JBS and Banco BMG.
- I have worked directly with the development team to ensure consistency across projects.

## EDUCATION

**User Interface Design at Belas Artes** 2021 — 2022

Post-graduation

**Publicidade e propaganda at Anhembi Morumbi** 2016 — 2019

Graduation

## HARD SKILLS

UX Design

UI Design

Front End

Navigation flows

Mockups

Wireframes

Prototypes

Usability Tests

## SOFT SKILLS

Curiosity

Communication

Colaboration

Empathy

User Centered Design

## LANGUAGES

Portuguese — Native language

English — Advanced

French — Advanced

Spanish — Intermediary

## CERTIFICATIONS

User Centered Design 2024

Accessibility for Web Design 2024

UX DesignOps 2024

Computer Graphics 2014

English Course 2013

Programming and web design 2012

Administration 2011