

# Augusto Paixão

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## Experience

### Product Designer – Mesa Mobile Thinking

Brazil | nov 2021 - Present

- At Mesa, I work with the UX and UI demands of one of the largest wellness platforms in Brazil, taking care of its iOS, Android and Web apps.
- I daily research problems in the product ecosystem, building and measuring maintenance solutions and insertion of usage flows in the three applications.

### Independent App Developer & Product Designer

Brazil | Jul 2019 - Jul 2021

- As an independent designer and developer, I have worked on and published several projects in the field of education. Most of them were mobile apps, developed with the aim of teaching languages in a practical and effective way.
- In the projects, I had the responsibility for the research and design work, performing problem and opportunity analysis, visual design and solution validation.

### Product Designer / Student – Apple Developer Academy | UFPE

Recife, Brazil | Jan 2018 - Dec 2019

- At the Academy, I had a hands-on multidisciplinary learning experience, building 9 applications from scratch for all Apple platforms.
- The products were built in short research and development cycles that included market analysis, the use of agile methodologies and user-centered research and prototyping of the solutions.
- The roles I played include UX/UI, iOS development, product and project management.

### Summer Inter – Cesar, Innovation Institute

Recife, Brazil | Jan 2019 - Feb 2019

- In this project, my team and I developed an intelligent web system that identifies and analyzes variations in a chocolate production line, in which it integrates to provide continuous feedback on the parameters of its machines.

## Educação

### M.Sc. in Design – Federal University of Pernambuco

Recife, Brazil | Aug 2018 - Nov 2020

### Bachelor of Design – Federal University of Pernambuco

Recife, Brazil | Mar 2017 - Dec 2021

### Bachelor of Film and Audiovisual – Federal University of Pernambuco

Recife, Brazil | Mar 2013 - Dec 2016

## Languages

Portuguese

English

French

Spanish

## Hard Skills

Research

Ideation

Wireframing

Prototyping

Validation

UX

UI

Scrum

## Soft Skills

Organizing

Verbal and written communication

Empathic listening

Time management

Adaptivity

Attention to details

Focus

## Tools

Figma

Sketch

Keynote

Adobe package

## Development

iOS : Swift

Webdesign : HTML/CSS

Generative Design : Pjs

## Achievements

Gustavo Bomfim, 2021

Uber Hack, 2019