

# Augusto Paixão

[paiximarivida.com](http://paiximarivida.com)  
[paiximarivida@gmail.com](mailto:paiximarivida@gmail.com)  
+55 (81) 97915-3693  
[linkedin/paiximarivida](https://linkedin.com/in/paiximarivida)

## Experience

### Founder/Product Designer – IDKY Apps

Recife, Brazil, Jul 2019 - Jul 2020

- IDKY is a startup I founded with the goal of teaching languages through apps. While working at IDKY I published 5 apps with focus on Chinese and French.
- On these projects, I was responsible for all of the research and design work, producing the app flow, identity, visual components and animations.

### UX/UI Designer – Apple Developer Academy

Recife, Brazil, Jan 2018 - Dec 2019

- At the Academy, I had a hands-on multidisciplinary learning experience, building 9 apps from scratch for all Apple platforms.
- The products were built based on market analysis, with agile methodologies and HCD research and prototyping.
- Roles I played include UX/UI designer, product designer, iOS developer, product manager, product owner and project manager.

### Summer Intern – Cesar, Innovation Institute

Jan 2019 - Feb 2019

- My team created an intelligent system to identify and analyze variations in a chocolate line production, providing smart feedbacks on machine parameters.

## Education

### Bachelor of Design – Federal University of Pernambuco

Recife, Brazil, Mar 2017 - Dec 2021 (Expected)

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

Recife, Brazil, Aug 2018 - Nov 2020

- My research dealt mainly with issues of art and everyday life, starting from a proposal of correspondence between the works of the French thinker Fernand Deligny with children with autistic spectrum syndromes.

### Bachelor of Cinema – Federal University of Pernambuco

Recife, Brazil, Mar 2013 - Dec 2016

## Languages

Portuguese  
English  
French  
Spanish

## Skills

Research  
Empathetic listen  
Interview  
Wireframing  
Prototyping  
Usability testing  
Accessibility design  
Visual Design  
Animation  
Pitch

## Tools

Figma  
Sketch  
Invision  
Photoshop  
Illustrator  
Keynote

## Development

iOS : Swift  
Webdesign : HTML/CSS  
Generative Design : Pjs

## Honors and Awards

Uber Hack, 2019  
Gustavo Bomfim, 2021