

Paulo Ricardo Germano

Product Designer

He / Him — Florianópolis, Brazil

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Nice to meet you, I'm Paulo (paw—lu). I'm a Product Designer with 18+ years of experience turning ideas into meaningful experiences for the tech world. I'm all about the details — obsessed with typography, passionate about accessibility, and always aiming to create designs that just feel right.

Along the way, I've led teams, managed projects, and learned how to balance business goals with great user experiences. Whether designing or collaborating, I bring curiosity, experience, and a passion for creating work that truly connects.

Experience

ArcTouch Mobile & Connected Experiences

Master Product Designer

May 2021 — Present

Duda

UX Consultant

April 2020 — May 2021

Resultados Digitais

Design Operations Analyst

August 2019 — March 2020

Design Lead

January 2016 — July 2019

UX/UI Designer

November 2014 — December 2015

Wolven

UX/UI Designer

May 2011 — September 2014

Dzigual Golinelli Communication Lab

Webdesigner

February 2007 — April 2011

Laboratório de Ambientes Hipermedia para a Aprendizagem

Researcher

March 2006 — August 2007

Education

Universidade Federal de Santa Catarina (UFSC)

Bacharel, Graphic Design

2004 — 2007

Escola Superior de Propaganda e Marketing (ESPM)

Master's degree, User Experience Management

2020 — 2022