

Pedro Felipe Froes

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UI/UX Developer with a degree in Computer Engineering. I'm passionate about creativity and frontend development, and driven to bring design and code closer through design systems and well organized CSS architectures. I have experience working as a UI, UX, and Visual Designer, as well as a Frontend Engineer, which gives me a diverse set of design and development skills.

Education

Computer Engineering, Bachelor of Engineering at CEFET-MG, 2014 – 2017

- I took part in activities such as guest speaking on Human-Computer Interaction course talking about UX and UI design concepts, attending college fairs, and being a TA for the Computer Graphics class.

UI/UX Development Scholarship at CEFET-MG, 2015 – 2016

- I teamed up to design a hybrid-web app visual identity and UI design, while also developing some of its UX. Also helped on developing the basis of the product's UI making use of Ionic Framework and AngularJS.

Illinois Institute of Technology as an Academic Exchange, 2013

- Exchange student at IIT (Chicago/USA) as part of the Brazil Scientific Mobility Program (sponsored by the Brazilian Government and the International Institute of Education, IIE).

Experience

UI/UX Developer at Avenue Code, Jul 2016 – Present

- I am working across the Marketing, Design, and Development Teams under Agile methodologies;
- Consulting on **UX and UI design**, and developing a **company-wide design system** using tools such as **Sketch, Zeplin, Marvel, and Abstract**;
- Coordinating the development of a **CSS architecture** that applies concepts like **CSS variables, SASS, ITCSS, and BEM**;
- Being the main UI & UX designer of a product making use of Sketch and Zeplin, and **developed a Bootstrap-based CSS theme** to help turn the design into code;
- Frontend development with **HTML, Mustache, Handlebars, CSS, SASS, LESS, JavaScript** and frameworks such as **React + Redux, AngularJS, and Vue.js**;
- Managing the production and taking part in the **creation of visual design pieces** and creative direction of most of the company's whitepapers using graphic design tools like Sketch and **Photoshop**;
- Improving product **SEO/SEM** through the use of Google Analytics, Google Search Console, and keyword research;
- Briefly tackled both **Java** backend development and **QA** activities, such as applying **BDD, TDD, feature file writing**, and test automation through Selenium.

Skills

Design: Sketch, Adobe Photoshop & Illustrator, Figma, Framer, Marvel, and Zeplin.

Development: HTML, CSS, JavaScript (including React + Redux, AngularJS, and Vue.js frameworks), Java, object-oriented programming, TDD & BDD, feature file writing and test automation through Selenium.

Misc: Scrum, Git, Portuguese (native), and English (fluent).