



# Robson Lopes Martins

UX/UI Designer

## Personal information

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## Skills

- UX/UI
- Product discovery
- Usability testing
- A/B testing
- Web data analysis
- Product design
- Conversion Rate Optimization (CRO)
- Design System
- HTML, CSS and JS
- UX motion design

## Languages

- **Portuguese:** first language
- **English:** advanced

## ABOUT ME:

I’m a UX designer based in Brazil.

I have a background in front end development and over 5 years experience creating web products, apps and ecommerces focused on conversion and usability.

## WORK EXPERIENCE:

- **UX/UI Designer @ Pmweb, Porto Alegre, Brazil**  
Nov 2019 – Present
  - Became the main product designer of Oto: a mobile app and desktop platform that helps retail brands to improve sales by knowing their clients.
  - Facilitated some usability tests in person and online to test new ideas and optimize current features.
  - Performed several quantitative and qualitative analysis to improve product performance.
  - Created and maintained a Design System for both mobile and desktop applications.
  - Trained junior UX designers to help me design the product.
- **Junior UX/UI Designer @ Pmweb, Porto Alegre, Brazil**  
Dec 2018 – Nov 2019
  - Created low and hight fidelity prototypes for websites in the hotel industry.
  - Facilitated group brainstorming dynamics to find new ideas for the websites.
  - Designed several A/B tests for large Brazilian companies to optimize ecommerce website conversion (CRO).
- **Junior UX Designer @ The Fools, Novo Hamburgo, Brazil**  
Feb 2018 – Oct 2018
  - Managed all the website and internal platform of the company by myself.
  - Designed the whole discovery and research process to improve conversion and online sales.
  - Prototyped and designed all the website pages and online payment system to expand the sales channels of the company.
  - Created a CDP to centralize all the data information that was before distributed in several platforms with no integration.
- **Front end developer @ Nucleo49, Porto Alegre, Brazil**  
Aug 2017 – Feb 2018
  - Trained junior front ends on how to deal with the harder technical problems.
  - Created an ecommerce app using a Vue.js framework called Nuxt.js.
  - Developed several ecommerce websites implementing SASS on the company’s toolkit.
- **Founding partner @ pjays, Porto Alegre, Brazil**  
Jun 2016 – Dec 2017
  - Managed clients
  - Developed institutional websites as a front end using OctoberCMS, SASS and Javascript
- **Junior front end developer @ Reweb, Porto Alegre, Brazil**  
May 2016 – Jul 2017
  - Developed several websites for automotive industry as a front end for WordPress and OctoberCMS platforms.
  - Hosted workshops about Bootstrap, flex CSS, and other technologies to other teams.
  - Joined the “Special projects” team to build innovative tools for the rest of the company.



- **Junior front end developer @ [Nucleo49](#), Porto Alegre, Brazil**

Jan 2016 – May 2016

- Developed several ecommerce websites as a front end using HTML, CSS and Javascript for a OpenCart platform.
- Designed adaptations for responsive websites that didn't have mobile layout created.
- Was the only self-taught responsible for all the front end projects in the company.

- **Blog manager and developer self-employed, Porto Alegre, Brazil**

Jun 2014 – Nov 2015

- Managed a content download and video streaming blog.
- Designed and developed WordPress templates for the blogs.
- Performed some SEO analytics to get the blogs in a good search engine position.

