

Tadeu Garcia

Senior Product Designer

Rio de Janeiro, Brazil

Brazilian, obtaining Spanish (EU) citizenship by end-2024.

Eligible for ESTA/Visa Waiver Program for US business travel.

[LinkedIn](#) | [Portfolio](#) | tadeugarcia.92@gmail.com | +55 21 97997 6655

Summary

Experienced designer with expertise in creating digital products for B2B and B2C SaaS, E-commerce, Marketplaces, Billing and Payment Systems, and Back-office applications. Skilled in web components and Material Design for desktop and mobile.

Top skills

Visual Design, Interaction Design, Mobile Design, User Research, Product Analytics

Work Experience

+A Education

Senior Product Designer

November 2022 - Present | Rio Grande do Sul, Brazil

- Contributing to the student billing system, designing payment screens and managing back-office payments.
- Involved in the comprehensive redesign of the health courses marketplace, from product discovery to delivery, including wireframing, usability testing, and planning post-launch enhancements.
- Conducting experimentation for continuous product evolution with A/B testing, user interviews, usability testing, surveys, quantitative and qualitative data analysis.
- Conducting user research and documenting processes and results.

- Creating low to high-fidelity interactive prototypes for desktop and mobile using design system components.
- Creating and maintaining Design System components.
- Defining OKRs/KPIs metrics, personas, and journey mapping with the product manager.
- Communicating with developers, testers, product owners, and product managers in agile teams using Scrum.
- Managing and training team members.

Product Designer

January 2021 - November 2022 | Rio Grande do Sul, Brazil

Informal IT Services and Consulting

Lead UI/UX Engineer

September 2018 - December 2020 | Rio de Janeiro, Brazil

- Designed app screens and flows from conception to publishing on app stores, following Material Design guidelines.
- Participated in a major project with the Brazilian Federation of Banks, designing a complex refund and payment system for fiscal credits reimbursement.
- Created data analytics interfaces displaying financial and order summary data for large Brazilian retail companies.
- Created low to high-fidelity interactive prototypes and delivered production-ready front-end code to back-end developers.
- Created data analytics interfaces through dashboards, KPIs, and graphs.
- Managed and trained team members.

UI/UX Engineer

December 2016 - September 2018 | Rio de Janeiro, Brazil

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Art Director

April 2015 - December 2016 | Rio de Janeiro, Brazil

- Created low to high-fidelity interactive prototypes for institutional websites and landing pages.
- Created banners, email marketing, social media posts, and presentations.

H1 Agency

Junior Art Director

September 2014 - April 2015 | Rio de Janeiro, Brazil

- Designed institutional websites and landing pages.
- Created static and animated banners, email marketing, social media posts, and video editing.

Art Director Intern

September 2013 - September 2014 | Rio de Janeiro, Brazil

Dona Meca Social Work

Graphic Design Intern

April 2013 - September 2013 | Rio de Janeiro, Brazil

Education

Postgraduate Degree in Ergodesign of Interfaces: Usability and Information Architecture (2016)

Pontifical Catholic University of Rio de Janeiro

Associate Degree in Graphic Design (2014)

Estácio de Sá University

Skills

- **Languages:** Portuguese (Native), English (Upper Intermediate - B2 level)
- **UI/UX Design:** Prototyping (desktop and mobile, low to high-fidelity), Design Systems, Web Components, Material Design, UX Patterns, UI Patterns, UX Writing
- **Design Tools:** Expert level experience with Figma (Auto Layout, Components, Variants), Sketch, Adobe XD, InVision, Axure, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere)
- **UX Research:** User Research, User Interviews, Usability Testing, A/B Testing, Surveys, Journey Mapping, Recruitment, UX Metrics, Data Analysis
- **Data & Analytics:** Google Analytics, Google Tag Manager, Google Optimize, Hotjar, Clarity, Maze
- **Front-end Development:** HTML, CSS, SASS, JavaScript, Bootstrap, WordPress, Zeplin, Git, NPM, Chrome DevTools
- **Project Management:** Agile, Scrum, Kanban
- **Collaboration Tools:** Microsoft Office Suite, Google Docs, FigJam, Miro, Mural, HubSpot
- **Accessibility:** WCAG Guidelines, Accessibility testing, Screen reader testing