tadeugarcia.92@gmail.com

www.linkedin.com/in/garciatadeu
(LinkedIn)
tadeugarcia.com (Portfolio)

Top Skills

Visual Design
Interaction Design
Product Analytics

Languages

English (Professional Working)
Portuguese (Native or Bilingual)
Spanish (Limited Working)

Certifications

Leadership Communication
Visual Hierarchy and Spacing in UI
Design
User Interface Design for Beginners
User Stories
Interaction Latin America 2018 - Rio
de Janeiro

Tadeu Garcia

Senior Product Designer (UX/UI). Skilled in B2B and B2C SaaS, E-commerce, Marketplace, and Payment Systems.
Rio de Janeiro, Brazil

Summary

Experienced designer with creating digital products for Ecommerce, Marketplaces, Billing and Payment Systems, Back-office applications. Skilled in web components and Material Design for desktop and mobile.

Brazilian, obtaining Spanish citizenship by end-2024.

UI Skills:
Prototyping of desktop and mobile interactive interfaces low to high-fidelity.
Design System.
Web Components.
Material Design.
Figma with: autolayout, components, variants, interactions, shortcuts, and always using SVG.

UX Skills:
Journey Mapping.
A/B Testing.
User Research.
User Tnterviews.
Usability Testing.
UX Metrics and Data analysis.
Surveys.

Other Skills:
Acessibility.
Agile teams using Scrum and Kanban.
Clear communication with all project areas, especially developers.
People management and training.

About Tadeu:
Started designing in 2007 with an online forum signature contest.

AI enthusiast, I utilize Artificial Intelligence daily to assist me with work and personal tasks.
To proceed with the hipster designer checklist, I'm vegetarian.
My current hobbies are swimming, yoga, and meditation.

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Experience

+A Educação
3 years 6 months

Senior Product Designer
November 2022 - Present (1 year 8 months)
Porto Alegre, Rio Grande do Sul, Brazil

I contribute to the student billing system, from designing payment screens to managing payments in the back-office.

I was involved in a comprehensive redesign of the health courses marketplace, covering everything from product discovery to delivery. My role spanned from initial wireframing to usability testing and planning post-launch future enhancements, until this product reaches maturity in its lifecycle.

Main activities:
- Experimentation for continuous product evolution with A/B testing, user interviews, usability testing, surveys, quantitative and qualitative data analysis.
- User research and documentation of processes and results.
- Creating low to high-fidelity interactive prototypes for desktop and mobile, using design system components.
- Creating and maintenance of Design System components.
- Defining OKRs/KPIs metrics, personas, and journey mapping with the product manager.
- Communication with developers, testers, product owners, and product managers in agile teams using scrum.
- People management and training.

Tools: Figma, FigJam, Maze, Clarity, Hotjar, Chrome DevTools, Google Tag Manager, Google Analytics, Google Optimize, HubSpot, Microsoft Office.

Product Designer
January 2021 - November 2022 (1 year 11 months)
Porto Alegre, Rio Grande do Sul, Brazil

Informal Serviços e Consultoria em Informática
4 years 1 month

Lead UI/UX Engineer
September 2018 - December 2020 (2 years 4 months)
Rio de Janeiro, Brazil

I was involved in designing app screens and flows from conception to publishing on app stores, following Material Design guidelines.

I participated in a major project with the Brazilian Federation of Banks (FEBRABAN) involving a complex refund and payment system to reimburse fiscal credits seized in previous decades.

I worked on creating data analytics interfaces, including dashboards, KPIs, and graphs that displayed financial and order summary data for large Brazilian retail companies.

Main activities:
- Creating low to high-fidelity interactive prototypes and delivering production-ready front-end code to developers.
- Creating data analytics interfaces through dashboards, KPIs, and graphs.
- People management and training.

Design Tools: Sketch, Axure, Adobe XD, Adobe Illustrator, Hotjar, Google Tag Manager, Google Analytics, Google Docs.

Front-end Tools/Skills: Zeplin, Chrome DevTools, HTML, CSS , SASS, Javascript, Bootstrap, Wordpress, Git, NPM.

UI/UX Engineer
December 2016 - September 2018 (1 year 10 months)
Rio de Janeiro, Brazil

noblinddz
Art Director
April 2015 - December 2016 (1 year 9 months)
Rio de Janeiro, Brazil

Main activities:
- Creating low to high-fidelity interactive prototypes for institutional websites and landing pages.
- Creation of banners, email marketing, social media posts, and presentations.

Tools: InVision, Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Microsoft Office.

Agência h1
1 year 8 months

Junior Art Director
September 2014 - April 2015 (8 months)
Rio de Janeiro, Brazil

Main activities:

- Designing institutional websites and landing pages.

- Creation of static and animated banners, email marketing, social media posts, and video editing.

Tools: Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Microsoft Office.

Art Director
September 2013 - September 2014 (1 year 1 month)
Rio de Janeiro, Brazil

Obra Social Dona Meca
Graphic Designer
April 2013 - September 2013 (6 months)
Rio de Janeiro, Brazil

- Creation of social media posts, posters and other printed materials.

Tools: Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Microsoft Office.

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Education

Pontifícia Universidade Católica do Rio de Janeiro
Postgraduate, Ergodesign of Interfaces: Usability and Information Architecture · (August 2015 - November 2016)

Estácio
Associate's degree, Graphic Design · (August 2011 - July 2014)