

Tadeu Garcia

Senior product designer skilled in e-commerce, financial services and payment systems.

Rio de Janeiro, Brazil ♦ [+55 21 97997 6655](tel:+5521979976655) ♦ tadeugarcia.92@gmail.com ♦ [Linkedin](#) ♦ [Portfolio](#)

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

WORK EXPERIENCE

Plus A Education

Jan 2021 – Present

Senior Product Designer | Nov 2022 – Present

Rio Grande do Sul, Brazil | Remote

- [Plus A Education](#) is an Edtech company driving digital transformation through tech solutions.
- Designed the re-enrollment flow, automating financial processes and boosting re-enrollment and debt clearance.
- Designed a back-office financial system for receivables, integrated with multiple payment methods.
- Redesigned the postgraduate course purchase flow with a premium UI, achieving 57.14% faster navigation.
- Create interfaces that maintain high visual standards by utilizing and expanding the Design System.

Product Designer | Jan 2021 – Nov 2022

Rio Grande do Sul, Brazil | Remote

- Redesigned the e-commerce health courses marketplace from scratch, covering everything from product discovery to delivery, with post-launch improvements based on product metrics and user research.

Informal IT Services and Consulting

Dec 2016 – Jan 2021

Lead UI/UX Engineer | Sep 2018 – Jan 2021

Rio de Janeiro, Brazil | Hybrid

- Designed mobile apps from scratch, utilizing ui/ux patterns and material design guidelines for iOS and Android.

UI/UX Engineer | Dec 2016 – Sep 2018

Rio de Janeiro, Brazil | Hybrid

- Created interactive prototypes and delivered semantic, accessible front-end code to developers.
- Created data analytics interfaces displaying financial and order data for large Brazilian retail companies.

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Apr 2015 – Dec 2016

Art Director

Rio de Janeiro, Brazil | On-site

H1 Agency

Sep 2013 – Apr 2015

Internship to Junior Art Director

Rio de Janeiro, Brazil | On-site

SIDE PROJECT

Kaimara

Aug. 2023 – Present

Technical founder

Rio de Janeiro, Brazil | Remote

- [Kaimara](#) is an agriculture e-commerce platform focused on resolving friction in sales.
- Co-led with a PM, designing from conception to user experience, iterating with clients, and web developing.

EDUCATION

Pontifical Catholic University of Rio de Janeiro

Aug 2015 – Nov 2016

Postgraduate, Ergodesign of Interfaces: Usability and Information Architecture

Rio de Janeiro, Brazil | On-site

Estácio University

Aug 2011 – Jul 2014

Associate, Graphic Design

Rio de Janeiro, Brazil | On-site

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** accessibility; design thinking; responsive user interfaces; product metrics
- **Skills:** user research; user interview; user-centered design; journey mapping; surveys; usability testing; data analysis; figma; html; css; javascript; hand off; web components; prototyping; low to high-fidelity prototypes; design system; design principles; a/b testing; people management and training; agile; b2b; b2c; saas; web3
- **Interests:** board sports; swimming; yoga; spirituality; astronomy