

## Contact

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(LinkedIn)

## 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 Design (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 Interviews.

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

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### 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)