Thiago Sousa Lopes

PRODUCT DESIGNER & UX/UI DESIGN SPECIALIST

SUMMARY

As a highly experienced Senior Product Designer and UX/UI Specialist, over a 17-year career, I have worked with a diverse range of clients and users, including startups and established corporations.

My expertise covers the entire product development process, from strategic planning through to hands-on coding (HTML/CSS).

With large experience in Agile and Lean methodologies, I can effectively dive into complex problems and deliver innovative solutions to clients.

SKILLS

- o User Experience and Interaction Design, User Research & Strategy.

- o User Interface and Graphic Design, Information Design, and Data Visualization.

- o Responsive Design (HTML/CSS), Lean UX, Agile Methodologies, and Scrum.

- o Communication, Collaboration, Empathy, Problem-solving, Leadership, and Adaptability.

- o Figma (6+ years), InVision, Marvel, Photoshop/Illustrator (15+ years).

RELEVANT PROJECTS

Banking Application (Mobile)
Designed UX/UI and basic HTML/CSS for a mobile banking app with 200,000+ users, winning three social banking modernization awards.

AI-Driven Information System:
Designed the user experience and visual elements for a system that utilizes artificial intelligence to rank and collect relevant information for various clients.

Medical System for a Health Startup
Transformed the user interface for medical professionals at a health startup, leveraging big data and voice interfaces; enhanced patient care in hospitals by streamlining information retrieval and reducing data entry time by 40%.

UX/UI EXPERIENCES

Sebrae *(Sebrae provides free support to small businesses)*
Senior Product Designer *(MAR 2019 - CURRENTLY)*
Designing systems, sites, and apps, used by thousands of users.

- o UX Design for complex systems, apps, and sites used by 4+ millions of users.
- o Digital transformation, and UX strategy.
- o Leading projects and people to solve complex problems.
- o Reducing to more than 75% of the time of developers using design thinking, agile methodologies like scrum, and design system methodologies.

Cision *(Brand measurement and Press Release analytics company)*
Senior Product Designer Consultant *(JUN 2022 – MAR 2023)*

Working as a Zazmic consultant in Cision projects (Cision is a company with clients worldwide).

RESPONSIBILITIES

- o Worked with the developers, helping to find the best solution for UX problems in the user interface.
- o Creating/applying the complex system's visual design and design system.
- o Reduced next to 60% of the time of the users.
- o User experience based on understanding users.

Fiotec *(A huge Tech and Scientific institution for research in Brazil)*
Senior Product Designer *(JUN 2018 – MAR 2022)*

I designed the interface of educational complex systems for thousands of medics, improving the user experience, digital transformation, and UX strategy for other complex projects.

RESPONSIBILITIES

- o Designing interfaces of systems used by more than 20,000 medics.
- o Digital transformation, UX strategy for better results.
- o Improving the user experience with UX research.
- o Interaction design, Information Architecture, and User Interface design.
- o Usability tests with the prototype.
- o Helped developers customize the HTML and CSS.

Foton Tech *(Tech bank company)*
Senior Product Designer Consultant *(Jun 2016 – Sep 2018)*

One of my most important digital design works was for a digital bank app for Amazonian Bank, in Brazil, and winner of the EFinance Award, in the 3 categories, in 2018.

RESPONSIBILITIES

- o UX design for the banking app, used by more than 100,000 users.
- o Improving the user experience, UX strategy and research.
- o Interaction design, Information architecture.
- o User Interface design and usability tests.
- o Working directly with developers and help the HTML and CSS customization.

United Nations *(Educational, Scientific, and Cultural Organization)*
Senior Product Designer Consultant *(Apr 2012 – Jun 2016)*

I have worked on the "Educação Livre" project (that means "Education Free"). It is a project to provide education to young people who are in social vulnerability, and I was responsible for the whole design process (research, UX design, and visual design).

RESPONSIBILITIES

- o Designing interfaces of systems used by more than 8,000 young people.
- o Digital transformation, and UX strategy.
- o UX discovery research.
- o Interaction design & Information architecture.
- o Usability tests.

EDUCATION

Unyleya University, Brazil: M.B.A. in Design Thinking

ICESP University, Brazil: Associate degree in communication and media Studies

IESB University, Brazil: Bachelor's in advertising production

RECENT CERTIFICATIONS/COURSES:

Leadership Through Design Innovation *(Mar 2022)* - Northwestern University

Digital Transformation *(Mar 2022)* - University of Virginia

UX Research for Agile Teams *(Oct 2022)* - LinkedIn Education

LANGUAGE:

English: B2 (Upper intermediate)

MORE CONTACTS

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