

Filipe Valente do Couto Paula

OBJECTIVE

Acting in product design, UX/UI Design and Leadership

QUALIFICATIONS SUMMARY

- ✓ Programming: Java Script, HTML5 , CSS3, PHP, MySql, JQuery;
- ✓ Creation and maintenance of websites, from the layout to programming and artwork;
- ✓ Knowledge of graphic editing tools (Corel Draw, Adobe Master Suite) and UI design (Figma);
- ✓ Developing animations, websites and applications (Flash, HTML, CMS, etc);
- ✓ Software administration and maintenance;
- ✓ Advanced computing;
- ✓ Proficiency in MS Office and Visual Studio;
- ✓ 3D Designing and modeling (3D Studio Max, Maya);
- ✓ Video designing, editing, handling and processing (Final Cut Pro, Adobe Premiere, After Effects);
- ✓ UX Design & Research;
- ✓ Certified Product Owner with experience managing projects as a Business Analyst;

EDUCATION

Bachelor in Digital Design at the University Anhembi Morumbi (since 2011)
Certified Scrum Product Owner by Scrum Alliance (since 2022)
Graduating MBA in UX/UI Design & User Research (tbc in 2023)

LANGUAGES

English – Fluent **Portuguese** – Native **Spanish** – Advanced **French** - Basic

PROFESSIONAL EXPERIENCE

Baires Dev

05/22 - 01/23

UX/UI Product Designer

Client – GETTR

- * Creation, adaption and maintenance of the product's design and prototyping on Figma for responsive web app;
- * Direct communication with the client's design team and stakeholders for definition of the product;
- * User Experience Research for different apps with similar structures to better create a more intuitive design and experience for the product;
- * Internal communication with Business Analyst, Scrum Master, Product Manager and the developers for better communicating design strategies, agile strategies and better prioritized development paths;
- * Product requirements definition and alignment with the client's decision makers;
- * Management with both Clickup and Jira's systems for agile development, information gathering, administration and benchmarking the product's progress;
- * Defining new designs based on the client's design system and adapting new requirements for each tasks;
- * Taking over previous Business Analysts and Tech Leads tasks to new team and making sure the project didn't get off track with teamwork management.

Delta Investors

10/21 - 02/22

Product Designer UX/UI

- * Creation, layout, programming, edition and maintenance of web platform, its web system and pages (**HTML5, CSS3, JS, PHP, Bootstrap, WP**);
- * Designing prototypes and templates for responsive web system;
- * Designing and development, from the layout to the working order of an optimized, new version of the company's website and system, and a video class portal about investments and financial consultancy;
- * Consumer research, customer relationship management and user experience prototyping.

Global Systems

10/19 - 08/21

UX/UI Analyst Developer

- * Creation, design, layout, programming, edition and maintenance of websystems and its pages (**HTML5, CSS3, JS, PHP, Bootstrap, React, C#, Sql**);
- * Designing prototypes and templates for responsive web systems;
- * Generating procedures for database;
- * PHP, C#, React and Angular training.

Agência TedHaus

04/19 - 10/19

Senior UX/UI Digital Designer

- * Creation, layout, programming, editing and maintaining client's website and its pages (**WordPress, HTML5, CSS3, JS, PHP, Bootstrap**);
- * Creating templates and images for Websites and social media;
- * Responsive development of webpages, landing pages, mail Marketing and animated Gifs;
- * Agile strategy development to deliver clients demands;
- * Management of deadlines and client deal closure.

Grupo Unibrax

07/18 - 03/19

Art Director

- * Creation, layout, programming, editing and maintaining site pages (**HTML5, CSS3, JS, PHP**);
- * Creating templates for products presentation;
- * Product design, from the package to the store layout;
- * 3D environment creation;
- * Building product catalogs, inventory and presentations.

Oracle Incorporated

10/13 - 10/17

WebMaster

- * Creation, layout, programming, editing and maintaining internal site pages;
- * Implementation of various features for browsing and interaction on the site;
- * Edition, caption and translation of corporate videos;
- * Creating templates for products presentation;
- * Structuring, editing, maintaining and creating presentations, videos and animations's layout and translation;
- * Creating, editing and finishing presentations, animations and corporate videos;
- * Creating, programming and editing banners, newsletters, and hotpages landingpages for disclosure.
- * Employee training and capacitation on sales and pre sales areas on the creation, production, planning ad edition of presentations, storyboards, videos and animations for innovative ways to show clients our services and solutions, empowering marketing and

publicity. The training was conducted in Spanish on every major Latin America Division centrals on Argentina, Chile, Colombia and Mexico;

* Assistance in composition, structure and tool management on Business Intelligence;

Mercado.ETC

10/12 - 07/13

WebMaster and Art SubDirector

- * Creation, layout, programming, editing and maintaining internal site pages (**HTML, CSS, PHP**);
- * Implementation of various features for browsing and interaction on the site;
- * Editing and processing of images of the website;
- * Creating, programming and editing banners, newsletters, and hotpages landingpages for disclosure.

Editora Abril S.A.

04/11 - 06/12

WebMaster

- * Editing and processing of images of the website;
- * Management of dissemination platform Alexandria (**Ruby on Rails**);
- * Programming and changes in templates and features of the site (**HTML, CSS, JS**);

Templo Zen – Objetos do Mundo

03/10 - 12/10

Web Designer

- * Editing and processing of images of the e-commerce website (**HTML, CSS, JS**);
- * Development newsletters for sending news and promotions;
- * Production of animated and static banners of products and varieties;
- * With the various requirements for website.