FELIPE GUIMARÃES

Product Designer (UX/UI)
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Languages: English, Portuguese (Native)

WHO I AM &
WHAT I LIKE TO DO

I'm a holder of UX Master Certification by Nielsen Norman Group and 13+ years of experience working for enterprises and startups.

I work with a balance of business goals, users needs and technology. I like to use user-centred design, different research methods and workshops to define better problem statements, validade hypothesis and design solutions.

Throughout my career, I have been leading design projects for important organisations like SAP, VMware, Pivotal, CEMEX and Royal Air Force UK.

Teaching is another passion. I've been teaching from 2007 and mentoring Designers since 2016. I already helped students got jobs around the world.

My goal is to always improve myself to be a better designer, leader and teacher. Working with a great team and lead projects for global companies.

SKILLS &
QUALIFICATIONS

Knowledge: Design thinking, UX, user-centred design, design system, creative direction, mentoring, user journey, user story, screen flow, service blueprint, wireframe, prototyping, information architecture, agile & waterfall process, digital transformation, design sprint, qualitative & quantitative research, field research, desk research, styleguide, user interface, usability testing, A/B testing, responsive web design, native apps (iOS & Android), basic of HTML & CSS, entrepreneurship.

Softwares: Sketch, Figma, Adobe XD, InVision ProtoPie, Proto.io, Maze.Design, Overflow, Principle, Zeplin, Axure RP, Marvel, XMind, Photoshop, Illustrator, InDesign, Premiere and After Effects.

RELEVANT
WORK EXPERIENCE

VMware Pivotal Labs (Sep 2019 - Present) - Senior Product Designer - London, UK
• Lead Product Designer and mentoring junior Designers
    • clients: Genesis Oil & Gas; Wasps Rugby team and Royal Air Force UK.
• Facilitating workshops with the team, client and stakeholders;
• Conducted user interviews and field researches to gain insights and understand pain points;
• Produced prototypes ready for testing and development using Sketch, Figma, InVision and Adobe XD;
• Conducted user testing sessions to validate design ideas;
• Daily collaboration with Product Managers and engineers, working with Agile (XP).

SAP Concur (July 2018 - June 2019) - Senior UX Design Specialist - Prague, CZ
I was the Lead Product Designer, being the bridge to other design teams in Seattle and supporting the Concur Mobile Portfolio with 3 squads in Prague. Working in an Agile (Scrum) operation, with collaboration with stakeholders (VP level) in different countries. I was also mentoring a junior UX designer.

Aela (Feb 2017 - Present) - Co-Founder, Teacher & Mentor - London, UK
(Side-project) I teach product design & user experience, and also mentor students in projects during the course, helping them to learn with practical projects that simulate real business challenges As a result, I helped students become employed as UX/UI designers in global companies in Brazil, Ireland, Portugal, Austria, New Zealand and Canada, such as Facebook, Udemy, Toptal, TOTVS, IBM, SEEDRS, Wunderman.

Product Designer (UX/UI) Freelancer (Nov 2014 - July 2018) - Prague & Worldwide
Design consultant for various clients, offering design services across Product Design disciplines (UI, UX, Visual, Motion). Contract positions in Prague, CZ & São Paulo, BR and remote freelancing for companies & startups in Brazil, US and Canada. **Featured clients:**

U.plus, Prague - CZ (May 2017 - Feb 2018)
I was the Lead UX Designer for a big client for the company. I facilitated workshops (remote and in person) with stakeholders. I was also mentoring a junior UX Designer.

CEMEX, Prague - CZ (Jan - May 2017)
As Senior UX / UI Design Consultant, I provided support to NEORIS in the digital transformation project of CEMEX. I was the lead designer for the biggest product of the company, Orders. I worked closely with internal stakeholders, from 5 countries, to create the first version of the product in a customer-centred way while aligning with the business rules of the company. I also started the design system and mentored designers in the team.

UOL, São Paulo - BR (Mar - Jul 2015)
Universo Online is Brazil's largest internet portal with more than 50 million unique visitors and 6.7 billion views every month. I was responsible for design responsive web interfaces and apps for iOS and Android, for 4 different products (Clube UOL, Radio UOL, Webmail UOL and Batepapo UOL).

Inkmotion (Jul 2010 - Nov 2014) - Creative Director, Founder - Rio de Janeiro, Brazil
As Creative Director at Inkmotion I helped develop digital design and strategic consulting for many companies in Brazil, leading a team of 7 designers and developers.

COURSES &
DEGREE

• Northumbria University, UK - **MA, Design Management, starting in July,2020 - 2023**

• Centro Universitário Carioca, Brazil - **Bachelor's, Digital Design, 2013 - 2013**

• Centro Universitário da Cidade, Brazil - **Bachelor's, Graphic Design, 2006 - 2012**

• AJ&Smart - Online
  Course: Design Sprint Masterclass, May-2020

• SAP Training - Brno, CZ
  Courses: UX Methods (5 days of training about research and usability testing), Jan-2019.

• NN/G UX Conference - London, UK
  UX Master Certified, with specialization in UX Management & Interaction Design
  Courses: Managing User Experience Strategy, Nov-2017;
              User Research Methods: From Strategy to Requirements to Design, Nov-2017;
              Facilitating UX Workshops, March-2018;
              Being a UX Leader: Essential Skills for Any UX Practitioner, March-2018;
              Usability Testing, March-2018;
              Design Tradeoffs and UX Decision Frameworks, March-2018;
              Lean UX and Agile, March-2018
              Analytics & User Experience, March-2018
              The UX VP/Director, April-2019;
              Interaction Design: 3-Day Course, April-2019;
              Working Effectively in Cross-Functional Teams, April-2019;
              Mobile User Experience, April-2019;
              Application Design for Web and Desktop, April-2019.

• IDEO U - Online
  Courses: From Ideas to Action, 2017;
              Leading for Creativity with Tim Brown, 2017;
              Hello Design Thinking, 2017;
              Insights for Innovation, 2017;
              Storytelling for Influence, 2017
              Cultivating Creative Collaboration, 2020 (in progress).

• The Interaction Design Foundation - Online
  Courses: User-Centred Design - Module 1, 2013;
              Web Design for Usability, 2017;
              User Research, 2018;
              UX Management: Strategic and Tactics, 2018;
              Conducting Usability Testing, 2018.