

SKILLS

Visual Design

Digital interface design. Social media design. Graphic and stationery design. Motion graphics, video and sound editing.



Front-end Development

Web app development with VueJS/ Nuxt/SSR. Theme and plugin development for WordPress. Scalable Design System implementation with CSS and pre-processors (SASS).



Data Science

Exploratory data analysis with Python and other data libraries. Data visualization. Report automation and integration with multiple data lakes.



User Experience & Research

Information architecture, wireframing e prototyping. Generative and exploratory research. Usability tests. Insights from Google Analytics, Google Tag Manager and Hotjar.



EXPERIENCE

2022

CURRENT

UX/UI Designer at Little Green Light

I'm responsible for modernizing the application by creating a new design system and Figma Library, redesigning old pages and designing new features, **updating CSS styles** and supporting the marketing team.

My day-to-day involves: • **Creating and documenting the design system, including components, icons, tone of voice, and others** • Writing product requirements • Front-end development focused on CSS.

2021

1 YEAR

UX/UI Designer at Casafari

I had the pleasure to work directly with **international development teams**, introducing a lot of standardized design deliverables and documentation which improve a lot the overall product and development communication.

My day-to-day involved: • Documenting and improving the design system, as well as creating a **Figma Library** • Designing a new standard icon library • Restructuring app experiences • **Mapping user journeys and flows** • Writing product requirements and documentation • Conducting usability tests • **Creating high fidelity prototypes** • Implementing usability metrics trackers inside the application using GTM • Generating quantitative reports to backup design decisions.

2019

2 YEAR

CX Designer/Tech Enabler at Wirecard

I worked together with several teams designing solutions that combine my expertise in user experience with my technical knowledge to create unique applications.

My day-to-day involved: • **Development and maintenance of the institutional website in WordPress which result in 70% more visits and 300% more contact requests in 6 months** • E-mail templates design and development • Automating reports from SQL databases and data lakes • Creating leading generating material • Documentation and improvement of onboarding process by optimizing internal processes and communication.

2018

1 YEAR

UX Engineer at Dental Direct

I designed/developed the new website • I ran **usability tests** with users from the dentistry and radiology field • I designed the new front-end and backend (PHP) that integrated with the order tracking API and payment gateway creating an e-commerce environment.

2017

1 YEAR

Web Design Intern at Doa Comm

I created 25+ website layouts for small dental clinics and major importers and industries in the industry • My biggest impact was **introducing GitHub** into the agency's web team flow.

EDUCATION

Machine Learning & AI Foundation

2019 Udacity

BA in Digital Design

2021 Anhembi Morumbi University

LANGUAGES

Portuguese **NATIVE**

English **FLUENT**

Spanish **BASIC**

French **BASIC**

You can learn more about me and my other projects at rogerjunior.com

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