

Roberto Amaral

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Senior UX Designer

Product Designer | Service Designer | Full Stack Designer

UX Designer with over 20 years of experience, specialist in product design and service design. Working in banks, investment consultancy, investor relations, e-commerce and advertising agencies. Technical plurality and experience with banking and financial systems, projects, institutional and retail websites, communication portals, and Omnichannel solutions.

User experience, Information architecture, Design Ops, User research, Usability testing, Interactive prototypes, Design System, Agile, Accessibility maps and Project management.

WORK EXPERIENCE

Confidential – Salto, SP

08/2023 – 04/2024

UX Designer Lead

Leader responsible for creating a regional political philanthropic project proposal.

- Leadership in conducting research about the project with online users;
- Analysis of quantitative and qualitative data;
- Improvement of the existing Design System, and documentation of its components;
- Leadership of junior designers providing constructive feedback;
- Interaction with developers, managers and areas of interest;
- Presentation on the project's evolution to stakeholders.

Santander – Softech – São Paulo, SP

11/2021 – 06/2023

Senior UX Designer

Responsible for Santander bank projects for Agribusiness, PIX, Pensions, Open Finance, Card Showcase, Business Plan and Pipeline.

- Design of Card Showcase and Private Pension contribution in mobile products;
- Field research with bank customers for the PIX product;
- Wireframes and high-fidelity prototypes of Agribusiness systems;
- Development of accessibility maps, and DoR and DoD documentation;
- Creation and design of prototypes for the Business Plan and Pipeline system;
- Active iteration in projects using agile Scrum methodology.

Mutant – São Paulo, SP

02/2017 – 02/2018

Senior Designer

Responsible for the design and development of Search Record and Security Boot products.

- Design of Search Record product and its renewal based on the legacy system in VB;
- Design of the Security Boot product and its adaptation to the DotNet platform;
- Constant interaction with front-end developers;
- Design documentation, specifications and creation of style guides;
- Presentation of interactive projects and prototypes to managers and stakeholders;
- Validation of concepts and adjustments based on feedback from usability tests.

Genesys – São Paulo, SP

11/2013 – 01/2017

Senior Designer

Creatively responsible for the Tephra WFO product and its components. Creation of a proposal for the Claro customer support system, and creator of the HUD of a training game.

- Product design and service Minha Claro Claro customer service and support;
- Tephra Workforce product redesign, Grip and Style Guide;
- Information architecture and usability of websites and systems;
- UI design for the HUD of a training game to operators de telemarketing;
- Maintenance of legacy systems suggesting constant improvements;
- Front-end development of Tephra WFO products and their components.

SuperExclusive – São Paulo, SP

10/2012 – 08/2013

Senior Designer

Responsible for the creation and front-end development of virtual stores in the fashion and accessories sector for the high-income public, and maintenance of the SuperExclusivo portal.

- Dedesign and front-end of fashion stores Daniele Mifano, Huis Clos and Maria Garcia;
- Dedesign and front-end of the store jewelry and accessories Lulu Souto;
- Information architecture and usability of the SuperExclusivo portal and its customers;
- Creation of wireframes and mockups of the portal's customer virtual stores;
- CMS system management to add and format information;
- Collaboration and interaction with multidisciplinary teams.

SKY Brazil – São Paulo, SP

03/2011 – 08/2012

Senior Designer

Responsible for the creation and development of the SKY Esportes portal. Developed creative pieces for promotions of products and services for the company and partners.

- Creative leadership and layout of the SKY Esportes portal;
- Creation and production of the SKY Resources hot site;
- Design of promotional pieces for the SKY News and SKY Esportes channels;
- Image editing and processing for campaigns SKY Adult;
- Production of email marketing for programming channels.

EDUCATION

- **MBA USP Esalq** – Project management (Incomplete) 02/2022 – 06/2023
- **FGV Online** – Update on product, brand and services (EAD) 01/2009 – 11/2009
- **Anhembi Morumbi** – Extension on marketing topics 02/2006 – 11/2006
- **Anhembi Morumbi** – Bachelor's degree in Digital Design 02/2001 – 12/2004

TECHNICAL SKILLS

- User experience design, product design and service design;
- User research in the field and online;
- Data collection and analysis with synthesis of insights;
- Visual design of website, system and application interfaces;
- Information architecture, Design System, taxonomy and labeling;
- Creation and development of low and high fidelity prototypes.

ANALYTICAL SKILLS

- Data analysis on quantitative and qualitative research;
- Identification of design standards, trends and documentation;
- Understanding and prior identification of possible obstacles;
- Critical and iterative thinking to solve problems.

INTERPERSONAL SKILLS

- Assertive communication of concepts and decisions in a clear and concise manner;
- Ability to present and justify proposed solutions to stakeholders;
- Ability to receive and integrate constructive feedback from different sources;
- Understanding and empathy with users, staff, managers and related areas;
- Planning and management of project schedules and deliverables;
- Alignment of design with business strategy and product goals;
- Ability to prioritize tasks and manage time effectively.

LANGUAGE COMPETENCE

- Brazilian Portuguese: native language;
- English: intermediate (reading, writing and speaking).