# EDUARDO GARCIA

**PRODUCT DESIGNER | UX/UI DESIGNER**

Digital Product Designer specializing in UI/UX with a proven track record of delivering exceptional user experiences. Skilled in leveraging user-centered design principles and cutting-edge technologies to create intuitive and visually stunning products. Passionate about driving business growth through design innovation.

## WORK EXPERIENCES

### Senior Product Designer — *Act Digital, São Paulo*

September 2022 - September 2023

- Led cross-functional teams in executing user-centered design methodologies to develop scalable and user-friendly digital products.
- Collaborated closely with stakeholders to understand business goals and user needs, translating insights into actionable design solutions.
- Championed continuous improvement initiatives, driving efficiencies in design processes and enhancing team collaboration.

### Senior Product Designer — *MadeiraMadeira, Curitiba*

May of 2022 - August of 2022

- Spearheaded the redesign of internal logistics systems, resulting in an increase in user satisfaction and a total reduction in operational loss.
- Conducted extensive user research and usability testing to inform design decisions and validate solutions.
- Mentored junior designers, fostering a team culture of innovation and excellence.

### UX Designer — *Kabum!, São Paulo*

January 2022 - May 2022

- Led UX initiatives, employing advanced analysis techniques to understand user behaviors and preferences.
- Implemented hypothesis-driven design approach, refining solutions based on iterative user feedback loops.
- I guided the development of user-centric wireframes and prototypes, addressing specific user challenges.
- Utilized agile prototyping techniques for continuous improvement and optimization of UX solutions.
- Collaborated cross-functionally to translate user insights into actionable design decisions, driving product innovation and differentiation.

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## LAST TRAINING

**Design for a Better World**
*by Don Norman*
*Top 10% distinction

**AI for Designers**
*Interaction Design Foundation*
*Top 10% distinction

*Completed the course with a score of 90% plus.

## SKILLS

**Hard:** Strategy, Research, Experience Mapping, Writing, Workshops, and Agile methodologies.

**Soft:** Teamwork, leadership, systemic analytical vision, proactivity and self-development.

## LANGUAGE

**Portuguese**: Native
**English**: Advanced, C1
**Spanish**: Basic

### UI/UX Designer — *Cianet, Florianópolis*

November 2020 - December 2021

- Took an active role within the marketing team, overseeing design initiatives to enhance brand communication and user experience.
- Led a comprehensive user experience documentation project for the company's website, focusing on planning a new mobile-first approach.
- Conducted extensive desk research, attitudinal and behavioral surveys, and feedback analysis to gain valuable insights into user preferences and behaviors.
- Applied agile methodologies such as Sprint 2.0 and Lightning Decision Jam to facilitate collaborative workshops, ensuring stakeholder alignment and accelerating decision-making processes.
- Utilized iterative design processes, including wireframe generation and screen prototyping, to iteratively test and refine design solutions based on usability testing with guest users.

### UI Designer — *Unimed, Juiz de Fora*

February 2014 - May 2018

- Ensured adherence to Unimed's brand guidelines across all visual communication channels, maintaining brand consistency and integrity.
- Spearheaded the development of a mobile application tailored for cooperative doctors, aligning UI design with the strategic needs of the cooperative.
- Facilitated collaboration between stakeholders, bridging the gap between usability standards research and strategic objectives to deliver a user-centric mobile app solution.
- Achieved an impressive uptake of nearly 50% within just 45 days of the mobile app's launch, demonstrating its effectiveness in meeting the needs of the cooperative's stakeholders.

### Visual Designer — *CRITT, Juiz de Fora*

May 2013 - February 2014

- Played a key role in the strategic team of the Science and Technology Park Project of Juiz de Fora e Região, contributing to the development of the business plan and communication policy for the Regional Center for Innovation and Technology Transfer (Critt).
- Conducted extensive benchmarking research, analyzing leading national and international players in the startups, incubators, and technology parks market to inform strategic decision-making processes.
- Contributed to fostering an innovation ecosystem by providing consultancy services, business incubation support, and facilitating the development of new ideas within the Critt space linked to the Federal University of Juiz de Fora (UFJF).

## EDUCATION

**University of Porto, Portugal** — *Postgraduation Course*
**Interaction Design, Web and Games**

September 2023 - July 2024 (Currently)

**Conquer School/ESIC, Brazil**— *Postgraduation Course*
**Business Intelligence and Analytics**

August 2022 - August 2023

**University of Porto, Portugal** — Sponsored *Exchange*
**Design of communication**

September 2012 - March 2013

**Federal University of Juiz de Fora, Brazil** — *Bachelor's degree*
**Visual Design**

March of 2009 - July of 2014

## DEVELOPED SKILLS

Proficient in design tools:
**Photoshop; Illustrator; Indesign; Premiere; After Effects; Lightroom**

Proficient in prototyping and No-Code tools:
**Figma; Adobe XD; FlutterFlow; Wix Studio**

Proficient in discovery and strategy tools:
**Figma Jam; Miro; Maze; HotJar; Google Analytics**

Good understanding of front-end tools:
**HTML; CSS; JavaScript**

Great experience with Agile methodologies and project management tools:
**Jira; Trello;**

Excellent communication, collaboration, and problem-solving skills.

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My professional journey reflects my passion for design and my ability to integrate precise analysis and research to drive effective results. It will be a pleasure to discuss my experience helping businesses and users. I am confident that I will broaden my horizons and enhance my ability to deliver excellent results.