Fernando Oliveira
Product Designer

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EXPERIENCE

Product Designer, Flexpag   Sep 2019 - Dec 2022
(Fintech) Recife - Brazil

- As the first Designer in the company, I drove the creation of end-to-end products through the design process in collaboration with the Product Owner and the development team.
- Create projects such as Utility payments, ERP, installment PIX, POS, Kiosks, and Apps.
- During this period, the company experienced monthly revenue growth from R$350,000 to R$90 million, increased the number of employees from 20 to 180, and reached a potential user base of over 200 million in 26 states in Brazil.

Product Designer, Gowdock   Nov 2021 - Jul 2022
(Delivery) Recife - Brazil

- Responsible for continuing the creation of an E-Commerce/Delivery product, performing activities such as competitor analysis, heuristic analysis, user flow, interface improvements, accessibility adjustments, and prototype creation.
- Products created
  - G-App - App for the user to place the order.
  - G-Collector - App for the delivery people.
  - G-Admin - Web back-office for establishments to manage their products and deliveries.

UI e Motion Designer, Creative Niche   Feb 2015 - Sep 2016
(Freelancer) Toronto - Canada

Working as a freelance Designer for clients in Canada, creating motion design, apps, and websites.

EDUCATION

Design Circuit
UX Design

UI Boost - Insany
UI Design

Filament Creative
UX/UI Design

Graphic Design
Graduation, UNIAESO

AWARDS

Adobe Behance Portfolio Review
Winner - Motion Design Portfolio
Recife - 2019

ENGLISH

ESL Advanced
ILAC - Toronto - Canada

TOOLS

Figma, Sketch, Adobe XD
Figjam, Miro, Mural
Flinto
Jira
Lootie Animations
Webflow, Framer, EditorX

Principle
Zeplin
Hotjar
After Effects
Cinema 4D
Visual Studio Code

SKILLS

UX Design
UI Design
Visual Design
User Centered Design
Design Thinking
Information Architecture
Wireframes

Prototypes
Desk Research
Accessibility
Responsive Design
Interface Design
Usability Tests
Motion Design