

RESUME

**UBIRATAN SILVA** | Digital, UX, UI, Interface Designer / M. Sc. Master in Design  
[www.ubiratansilva.com](http://www.ubiratansilva.com)



**Resume**

## **UBIRATAN SILVA**

**Digital, Product, UX, UI, Interface Designer Senior / Manager**

M. Sc. Master in Design

Professor and Consultant of UX and UI Design and Agile Methods

Bachelor in Social Communication - Advertising and Propaganda

**Portfolio**

<http://www.ubiratansilva.com>

**LinkedIn**

<https://www.linkedin.com/in/ubiratansilva/>

**Skype/Hangouts/Meet/E-mail**

[ubiratan.s.silva@gmail.com](mailto:ubiratan.s.silva@gmail.com)

**Whatsapp/Phone:**

+55 51 993537025

## 1. PRESENTATION AND CAREER SUMMARY

I am a digital design professional (UX user experience and UI User Interface Design) with a creative profile and technical leadership with knowledge accumulated for over 20 years of experience in digital interface design and management of design teams.

I have a bachelor's degree in social communication - Publicity and Propaganda (UFRGS) and Master M.Sc. in Design with specialization in Strategic Design (UNISINOS).

I work in the entire process of digital design solutions (end to end), from the problem and strategy through ux research, data analysis, prototyping and integration with developers through agile methods as scrum, lean ux and dual track agile. My process is based on design thinking and user centered design with a focus on prototyping digital interfaces.

In my professional experience I have worked at companies such as PROCEMPA, PROCERGS (16 years), SENAC EAD, Soft design, Digital Business Group / La República, SOFTPLAN, Nexxera Group and Portobello S/A and I have already served clients such as Cargil, Bradesco Banking, Banco Paulista, Grêmio Football Porto Alegrense, Renner Bank, and Portobello S / A and I have great experience with fintechs, payment gateways, digital banks, e-commerce, healthtechs, startups and large companies. I also work as a professor of Agile UX in postgraduate courses, in addition to acting as UX and UI designer Senior / Lead at Portobello S/A and Online UX Team ([www.onlineuxteam.com](http://www.onlineuxteam.com)), a company and community of UX professionals and UI Designers.

**Keywords/ Skills:** UX, UI, Design, web design, design thinking, prototyping, digital, interfaces, usability, agile UX, Lean UX, user experience, user interface, user centered design, user centered design, cx, customer experience, ux specialist, design systems, workshops, research, ux research, DesignOps, team management, design management, design leadership, design strategy, mentoring, remote, remote work, consulting.

## 2. RELEVANT FACTS

- **Digital Influencer in UX and UI Design on LinkedIn with over 36,000 followers**  
[www.linkedin.com/in/ubiratansilva](http://www.linkedin.com/in/ubiratansilva)
- **Creator and presenter of UX Immersion, event about UX and UI Design**  
[www.nid-human.com/uximmersionsp/](http://www.nid-human.com/uximmersionsp/)
- **Creator and producer of #sextoux, hash tag for curating content in design and technology**  
[www.onlineuxteam.com/sextoux](http://www.onlineuxteam.com/sextoux)
- **Coordinator of the UX Design Trail at TDC Porto Alegre 2018, 2029 and Florianopolis 2020**  
<https://bit.ly/2AP22zC>
- **Creator of #olhavaga, hash tag and compiled of jobs in digital design**  
<https://bit.ly/3fcBjv>
- **Creator and Mentor in the Online UX Team Mentorship Program in UX**  
[www.onlineuxteam.com/mentoria](http://www.onlineuxteam.com/mentoria)

### 3. ACADEMIC EDUCATION

- **Degree: Master M. Sc.**  
**Master in Design – Strategic Design**  
**Institution:** UNISINOS  
**Thesis theme:** The role and skills of the designer in multidisciplinary teams
- **Degree: Bachelor**  
**Bachelor of Social Communication – Advertising**  
**Institution:** UFRGS  
**Monograph theme:** Differences and similarities between graphic design and digital design.

### 4. PROCESS, SPECIALTIES, TECHNIQUES AND TOOLS

My work process is based on design thinking and on the integration between UX design processes and agile methods such as dual track agile, where I usually act in the entire process of discovering the product / service with the double diamond method and also in the delivery stage of navigable digital prototypes.

**Discovery → Ideation → Definition → Prototyping → Test / Validation → Implementation → Monitoring / Research → Improvement.**

- **Specialties:**  
UX and UI Design projects, Interaction design, visual design, Integration of UX with Agile Methods, construction and implementation of design processes, construction and management of Design Systems, Design of digital interfaces, UX Research User Tests, Usability Heuristics, Responsive Design, Design for Mobile, Product Discovery, Dual Track Agile, Design Thinking and Design Team Management, DesignOps.
- **Techniques:**  
Benchmark, csd matrix, swot, business and ux canvas, in-depth interviews, questionnaires and surveys, personas, empathy map and user journey map, screen flows, user flows, usability tests and A / B tests, wireframes and UI prototypes, style guides, UI Kits and design patterns libraries, design systems and designOps. Design Sprint, Agile UX and Lean UX.
- **Tools:**  
Adobe Photoshop, Illustrator e Adobe XD, Figma, Invision, Zeplin, Sketch, Marvel, Axure RP. Adobe Dreamweaver. Bootstrap Framework.

### 5. LANGUAGES

- English – Advanced and studying for fluency.
- Spanish – Basic
- Portuguese – Fluent/Native with excellent with excellent command of written communication.

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## 6. PROFESSIONAL EXPERIENCE

- **Company: Portobello S / A - [www.portobello.com.br](http://www.portobello.com.br)**  
**Position:** UX and UI Designer Senior in Digital Innovation  
**City:** Florianopolis / SC | Start: 07/2019 | Current  
**Assignments:** UX and UI Design for Portobello websites and systems. Design Thinking and agile methods. Research and user tests Supervision of the company's UX projects. Sales Force Design (Lightning design system) and Design for mobile, Android, and IOs and Responsive Design.
- **Company: Online UX Team - [www.onlineuxteam.com](http://www.onlineuxteam.com)**  
**Position:** CEO and Consultant  
**City:** Florianopolis / SC | Start: 11/2008 | Current  
**Assignments:** Management of UX and UI design teams, project management of digital interfaces, UI / UX design for websites, systems and mobile applications (APPS) android and IOs, agile and traditional methodology, Agile UX and UI. Curated content in UX UI Design, held events and UX and Design Thinking workshops, recruited and selected digital design professionals. Mentorship for professionals and teams in design processes, techniques and culture.
- **Company: Nexxera Group - <https://www.nexxera.com/>**  
**Position:** UX / UI Senior Designer |  
**City:** Florianopolis / SC | Start: 03/2018 | End: 10/2018  
**Assignments:** UI / UX design for websites, systems and mobile applications (APPS) android and IOs, payment gateways, interface design for digital wallets and other financial products. UX and UI design teams management.
- **Company: SOFTPLAN - <https://www.softplan.com.br/>**  
**Position:** UX / UI Senior Designer  
**City:** Florianopolis / SC | Start: 01/2018 | End: 04/2018  
**Assignments:** UI / UX design for websites, systems and mobile applications (APPS) android and IOs, for the area of justice, courts and prosecutors.
- **Company: Digital Business Group - LA REPUBLICA - [www.larepublica.com.br](http://www.larepublica.com.br)**  
**Position:** UX / UI Senior Designer  
**City:** Porto Alegre / RS | Start: 05/2017 | End: 12/2017  
**Assignments:** UI / UX design for websites, systems and mobile applications (APPS) android and IOs, digital banks such as Bradesco PJ Mobile Home Banking, Renner Bank, Sou Digi + and Lojas Paquetá.
- **Company: SOFTDESIGN - [www.softdesign.com.br](http://www.softdesign.com.br)**  
**Position:** Head of UX / UI Design  
**City:** Porto Alegre / RS | Start: 10/2016 | End: 05/2017  
**Assignments:** UI / UX design for websites, systems and mobile applications for android and IOs. Digital branding, design thinking, responsive Design, team management and digital design processes.
- **Company: SENAC EAD - <http://www.ead.senac.br/>**  
**Position:** Computer Analyst - Designer  
**City:** Porto Alegre / RS | Start: 03/2016 | End: 10/2016  
**Assignments:** UI / UX design for responsive websites and educational content for distance learning, EAD.
- **Company: PROCERGS - [www.procergs.com.br](http://www.procergs.com.br) (16 years)**  
**Position:** Computer Analyst – Designer  
**City:** Porto Alegre / RS | Start: 11/1999 | End: 11/2015

**Assignments:** Graphic Design, UX and UI Design for websites and government systems. Design Thinking, agile methodology, mobile design (mobile first), and responsive design, team management and digital design processes.

- **Company: Vanet / Plugin**  
**Position:** Designer and web creation coordinator  
**City:** Porto Alegre / RS | **Beginning:** June / 1997 | **End:** July / 1999  
**Assignments:** Management of creative and design team and customer service. Web design for websites and web systems.

## 8. RECENT COURSES

- **Bootcamp de UX – How Bootcamps – 2020**
- **Métricas em UX - Punk Metrics — 2020**
- **Introduction to human centered design – IDEO – 2020**
- **Hello Design Thinking – IDEO – 2020**
- **Product Master class – How to build digital products – PRODUCT SCHOOL – 2020**

## 9. RECENT UX EVENTS

- **DesignOps Conference – Manchester – 2020**
- **The Developers Conference - TDC 2018 – Speaker in São Paulo and Florianópolis**
- **The Developers Conference - TDC 2019 – Design Thinking Track Coordinator in Porto São Paulo and Porto Alegre**
- **The Developers Conference – TDC 2020 - UX Track Coordinator Florianópolis**
- **UX Conf Brasil – 2018 e 2019**
- **ILA – Interaction Latino America 2018**

## 9. CONTATOS / FALE COMIGO

- **WhatsApp/Fone:** +55 51 993537025
- **Portfólio:** <http://www.ubiratansilva.com>
- **Linkedin:** <https://www.linkedin.com/in/ubiratansilva/>
- **Skype/Hangouts/Meet/E-mail**  
[onlineuxteam@gmail.com](mailto:onlineuxteam@gmail.com)