

Curriculum vitae

Ubiratan S. da Silva

Product Designer | UX and UI Senior / Lead

Master in Design - Qualification in Strategic Design – UNISINOS

Bachelor in Social Communication - Advertising and Propaganda - UFRGS

Presentation Letter



Ubiratan Silva

Designer UX, UI e Produto | M.Sc. em Design-UNISINOS |
Comunicação Social-UFRGS | Speaker | Founder Online UX
Team

Florianópolis, Santa Catarina, Brasil

Master in Design with Qualification in Strategic Design by UNISINOS with Bachelors Degree in Social Communication - Advertising and Propaganda by UFRGS. Master's Dissertation on the role and skills of the designer in multidisciplinary IT teams.

Designer UX. UI and Senior Product / Lead with creative and technical leadership profile with accumulated knowledge for more than 20 years in design of digital interfaces, websites and applications, coordination of creative teams with passages by PROCEMPA, PROCERGS, SENAC EAD, SOFTDESIGN, Group Digital Business / La República, SOFTPLAN and Grupo NEXXERA. Currently CEO / Founder of Online UX Team - Community and Network of Projects and Research in UX and UI Design.

Specialist in user research (interviews, focus groups, ethnography, participant observation, user journey, wireframes, information architecture and usability, prototyping of interfaces in low and high fidelity and front-end construction (HTML, css and javascript) for responsive desktop sites and mobile applications.

Digital Influencer in LinkedIn in the area of UX and UI Design with more than 18 thousand connections.

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

UX Immersion Producer and Presenter

<https://www.nid-human.com/uximmersionsp/>

Portfolio:

<http://www.ewcultura.com.br/Ubiratan>

1 - Personal Information

E-mail: ubiratan.s.silva@gmail.com

Cell Phone: +55 51 993537025

City: Florianópolis | State: SC | Country: Brazil

Nationality: Brazil | Date of birth: 3/8/1976

Male

2 - Online

Online Portfolio: www.ewcultura.com.br/Ubiratan

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

Curriculum Lattes: <http://lattes.cnpq.br/6337634117820799>

3 - Academic Formation

M.Sc. Master in Design - Emphasis in Strategic Design - UNISINOS / RS

Degree / CR: Master in Design - Strictu sensu - Qualification in Strategic Design

Status: Completed | Completion date: 03/25/2015

Bachelor in Social Communication - Advertising and Propaganda – UFRGS

Degree: Bachelor / Undergraduate

Status: Completed | Completion date: 06/20/2000

4 - Specialties

UX Research - Research with users through different scientific research techniques such as in-depth interviews, open and closed questionnaires, participant observation and ethnography, focus groups to better understand the problem, the user and the context of using the solution to be designed.

UX - Prototyping - Definition of navigation flows, information architecture, wireframing, and interaction design, creation of low and high fidelity prototypes with tools such as Balsamic, Sketch, Axure RP and Figma.

UI - Design and Prototyping - Creation of functional and updated interfaces with the latest trends of the market like Google Material, Android Material, IOSGuidelines and proficiency in tools like Photoshop (20 years), Illustrator and Invision.

UX Leading - Management and monitoring of multiple projects in UX and UI Design, recruitment and development of teams in UX and UI Design, management and monitoring of tasks and sprints, agile methodology, scrum and sprint design. Design Process Manager Thinking, Strategic Design and Innovation.

5 - Courses of Improvement and Updating

- HTML 5
- CSS 3
- Accessibility standards for websites
- Innovation in web design
- Bootstrap
- Responsive website design
- Adobe Photoshop Web Standards
- Extension Course in Interfaces Development

- Web Creation Workshop
- UserJourney
- CRM / E-business /
- Scrum / Kanban
- Agile Methods
- Design Thinking
- User Experience design
- Design for emotion
- Strategic Design
- Business CanvasModel
- User Experience
- UX / UI Design
- Agile UX

6 - Working Tools and Frameworks

- Invision (Prototyping)
- Axure RP (Prototyping)
- Adobe Creative Suite - Illustrator, Photoshop (expert), Adobe Xd
- Sketch - Prototipation
- Bootstrap
- Google Material
- Android Material
- IOsHumanGuidelines
- Scrum / Kanban
- Design Thinking
- Nielsen Heuristics

7 - Other Professional Skills

- Coordination of multidisciplinary teams
- PPT formal presentations
- Written communication
- Lectures and exposure to the public
- Coordination and leadership
- Graphic design for the Web
- Drafting of flowcharts
- User interface design (UI)
- Digital marketing
- Inbound Marketing
- IT Management
- Projects for fundraising in Technology, Innovation
- Teaching in Extension Courses and Practical Workshops

8 - Professional Experiences

Company: Online UX Team - www.onlineuxteam.com

Position: Coordinator and UX / UI Senior Designer / Lead

City: Florianópolis / SC | Start: December / 2015 | Term: Current.

Activities: User Research (interviews, focus groups, ethnography, participatory observation, user journey, UX teams Coordination and UI design, management of digital Interfaces projects,

UI / UX design for websites, systems and mobile applications (APPs) android and iOS, Agile and traditional methodologies. Design systems Creation, Definition visuals for systems standards, websites and mobile applications, interaction design and information architecture and prototyping in low and high fidelity user survey through interviews, questionnaires, groups participant observation and other research techniques, usability tests and heuristic evaluation of interfaces, analysis and mapping of interface areas.

Company: Grupo NEXXERA- www.nexxera.com.br

Position: UX / UI Senior Designer

City: Florianópolis / SC | Beginning: April / 2018 | Term: August / 2018

Activities: User research, benchmarking research, UI / UX design consultancy for android mobile sites, systems and applications (APPs) and IOs. Agile and traditional methodology, Agile UX, research of new interface components (UI).

Company: SOFTPLAN - www.softplan.com.br

Position: UX / UI Senior Designer

City: Florianópolis / SC | Home: January / 2018 | Ending: April / 2018

Activities: Consultancy in UI / UX design for sites, systems and mobile applications (APPs) android and IOs. Agile and traditional methodology, Agile UX, research of new interface components (UI).

Company: Grupo Digital Business - LA REPUBLICA - www.larepublica.com.br

Position: UX / UI Senior Designer

City: Porto Alegre / RS | Start: May / 2017 | Ending: September / 2017

Activities: UI / UX design for websites, systems and mobile applications (APPs) Android and IOs, digital PF banks such as Bradesco and Bradesco Net, Bradesco PJ Mobile Home Banking, Renner Bank, Federal Savings Bank, agile methodology and traditional. Definition of visual patterns for responsive and mobile sites, prototyping, user research through interviews, questionnaires, focus groups, participant observation, usability testing and heuristic evaluation of interfaces, analysis and mapping of interface areas.

Company: SOFTDESIGN - www.softdesign.com.br

Position: Head of UX / UI Design

City: Porto Alegre / RS | Start: September / 2016 | Ending: May / 2017

Activities: UI / UX design for sites, systems and mobile applications (APPs) android and IOs. Agile and traditional methodology, Agile UX, research of new interface components (UI). Digital branding, design thinking, and creation of corporate visual identities for digital and printed materials in general, site project management, web applications and mobile design and Responsive Design.

Company: SENAC EAD - <http://www.ead.senac.br/>

Position: Computer Analyst - Web designer

City: Porto Alegre / RS | Beginning: April / 2016 | Ending: September / 2016

Activities: UI / UX design for websites and systems and educational content for distance learning. Search for new interface components. Creation of logos and arts for printed material in general, management of projects of websites and web systems. Design for mobile applications (mobile first), Responsive Design.

Company: PROCERGS - www.procergs.com.br

Position: Computer Analyst – Designer

Location: United States | State: RS | Home: November / 1999 | Ending: November / 2015

Activities: user research (interviews, focus groups, ethnography, participant observation, user journey Definition visual standards for systems, websites and mobile applications, interaction

design and information architecture and prototyping in low and high fidelity user survey through of interviews, questionnaires, focus groups, participant observation and other research techniques, usability tests and heuristic evaluation of interfaces, interaction and interface mapping and analysis.

UI / UX design for websites and government web systems. Design Thinking process, business canvasmodel, agile methodology, Scrum, Kanban, visual programming of government websites and portals and state government campaigns on the web. Creation of visual identity and graphic design of printed matter in general, project management of websites and web systems. Design for mobile applications (mobile first), Android, Less, and Responsive Design.

Company: EW Comunicação e Cultura - www.ewcultura.com.br

Position: Creation and Commercial Director, Designer and Project Manager

City: Porto Alegre / RS | Home: January / 2003 | Ending: January / 2016

Activities: Planning and Commercial coordination of the company, Customer service, management of digital projects and cultural production. Design Thinkingprocess, business canvasmodel, Agile Methodology, Scrum, kanban, UI / UX design for websites and web systems, visual programming of websites and corporate portals. Coordination of the creation team and customer service.

Company: Vanet / Plugin - Communication Systems - www.plugin.com.br

Position: Designer and Web Authoring Coordinator

City: Porto Alegre / RS | Beginning: June / 1997 | Ending: July / 1999

Activities: user research (interviews, focus groups, ethnography, participant observation, user journey) Coordination of the creative team and customer service UI / UX design for web sites and systems, visual programming of websites and corporate portals.

Company: PROCEMPA - Porto Alegre - www.procempa.com.br

Position: Web designer and graphic designer / Internship

Location: United States | State: RS | Home: January / 1997 | Ending: May / 1998

Activities: UI / UX design for websites and web systems, Visual programming of municipal government websites and portals.

9 - Teaching experience

Lecturer and teacher in the following extension courses and practical workshops / workshops, as well as undergraduate subjects related to the following topics:

- Innovation - Concepts, Processes and Projects
- Creativity - Concepts, Processes and Projects
- Digital and interactive design
- Design for Mobile
- Innovation for Technology Projects
- Design of responsive sites - Adapted to all devices.
- UX and UI design - Concepts and tools.

10 - Languages

- English - Advanced / Proficiency
- Spanish - Basic / Intermediate
- Portuguese - Fluent / Native