

RESUME

## UBIRATAN SILVA

Digital, UX, UI, Interface Designer Lead / Manager / M. Sc. Master in Design  
[www.ubiratansilva.com](http://www.ubiratansilva.com) / [www.linkedin.com/in/ubiratansilva](https://www.linkedin.com/in/ubiratansilva)



# UBIRATAN SILVA

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

M. Sc. Master in Design - UX and UI Design, Innovation and Design Thinking Consultant

### Portfolio

<http://www.ubiratansilva.com>

### LinkedIn

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

## 1. PRESENTATION LETTER

**Hello, My name is Ubiratan Silva** and 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 - Advertising and Propaganda (UFRGS) and Master M.Sc. in Design with specialization in Strategic Design (UNISINOS).

I usually work in the end to end design and product discovery process of digital design solutions, from the problem and strategy through ux research, data analysis, prototyping and handoff 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.

I have a great experience with fintechs, payment gateways, digital banks, e-commerce, health techs, startups and large companies. I also work as a professor of Agile UX in postgraduate courses.

**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.

**Recent Cases:** <https://bit.ly/3bn1Q98>

## 2. RELEVANT ACHIEVEMENTS

- **One of the 50 Brazilian designers to be followed in 2021 by Gama Academy**  
<http://bit.ly/50-to-follow>
- **Ambassador in Brazil of the Design Leadership program at Echos Innovation Lab**  
<https://schoolofdesignthinking.echos.cc/designleadership/>
- **Digital influencer in UX and UI Design on LinkedIn with more than 40K followers**  
[www.linkedin.com/in/ubiratansilva](http://www.linkedin.com/in/ubiratansilva)
- **Jury in the Digital category of the Brazil Design Award 2021**  
<https://brasildesignaward.com.br/>
- **Coordinator of the UX, UI Design and Design Thinking Track at The Developers Conference 2018 2019, 2020 and 2021**  
<https://thedevelopersconference.com/tdc/2021/index.html>
- **Creator of the #olhavaga hashtag and compilation of vacancies in digital design**  
<https://bit.ly/2yV4Byu>
- **Creator and Mentor in the Online UX Team Mentoring Program in UX and UI Design**  
[www.onlineuxteam.com/mentoria](http://www.onlineuxteam.com/mentoria)

## 3. ACADEMIC EDUCATION

**UBIRATAN SILVA**

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- **Master in Design – Strategic Design**  
**Degree:** M. Sc. Master of Science,  
**Institution:** UNISINOS  
**Status:** Complete in 2015
- **Bachelor of Social Communication – Advertising and Propaganda**  
**Degree:** Bachelor's  
**Institution:** UFRGS  
**Status:** Complete in 2000

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

My basic work process is based on design thinking and on the integration between UX design processes and agile methods focused in the product discovery stage such as dual track agile, where I usually work in the whole process (end to end).

**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.

**Prototyping Tools:**

Proficient in Figma and Adobe Creative Suite, Photoshop, Illustrator e Adobe XD, Invision, Zeplin, Sketch, Marvel, Axure RP. Adobe Dreamweaver. Bootstrap Framework.

**5. LANGUAGES**

- **English** – Advanced with excellent communication skills and clearly articulation of ideas.
- **Portuguese** – Fluent/Native with excellent spoken and written communication.
- **Spanish** – Basic speaking, reading and writing.

**6. EXPERIENCE**

**Company:** Online UX Team - [www.onlineuxteam.com](http://www.onlineuxteam.com)

**Position:** Design Director, Manager, and Consultant in Product Design

**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, digital design professionals recruitment and selection. Mentorship for professionals and teams in design processes, techniques and culture.

**Company: Grupo SOMA S/A** - <https://www.somagrupo.com.br/>

**Position:** Design Lead em Novas Experiências

**City:** Florianópolis / SC

**Start:** 05/2021 | **End:** 10/2021

**Atribuições:** UX e UI Design para novas experiências como lojas 3d, plataformas de live commerce. Design Thinking e métodos ágeis. Supervisão de pesquisas e testes de usuários dos projetos de UX da empresa. Design responsivo para desktop e mobile, Android e IOs.

**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:** 05/2019 | **End:** 10/2020

**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: Nexxera Group** - <https://www.nexxera.com/>

**Position:** UX / UI Senior Designer

**City:** Florianopolis / SC

**Start:** 06/2018 | **End:** 12/2018

**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: 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.

## 7. RECENT DESIGN COURSES AND EVENTS

- **Design Leadership** - Echos Innovation Lab - 2021
- **Bootcamp de UX** – How Bootcamps – 2020
- **UX Metrics - Punk Metrics** - 2020
- **Introduction to human centered design** – IDEO – 2020

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- **Hello Design Thinking** – IDEO – 2020
- **Product Master class** – How to build digital products – PRODUCT SCHOOL – 2020
- **Design Ops Conference Online**– Manchester – 2021
- **The Developers Conference** - TDC 2018, 2019, 2020, 2021 – Speaker and Track Coordinator in São Paulo, Florianópolis and Porto Alegre

### 8. RECENT CASES

<https://bit.ly/3bn1Q98>

### 9. CONTACT

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**E-mail / Skype/Meet:** [ubiratan.s.silva@gmail.com](mailto:ubiratan.s.silva@gmail.com)

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