Bruno Amorim Fernandes
UX | Product Designer

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[Portfolio link](#)   [Linkedin link](#)

About:

==8 years experience;== ==Bachelor in Arts and Design;== ==Advanced English;==

==MBA in AI and Big Data;== ==UX/UI Certificated;== ==Digital Product Leadership Certificated;==

As someone who aspires to understand the dynamics of human-technology interaction, I hold certificates in Digital Product Leadership, UX/UI and I'm in the process of completing a MBA in AI and Big Data at USP. My goal is to contribute my expertise and passion toa role where I can drive innovation through strategic products and business development.

Experience:

Product Designer mid-level – Exed Consulting.
March 2024.

==Digital product for logistics and control;== ==Agile and Scrum;== ==Web and Mobile Design;== ==User research;== ==Figma;==

Exed provides end-to-end services to streamline processes using cutting-edge technologies. With expertise in SAP digital transformation projects and a diverse portfolio that adapts to business needs. As a Mid-level Product Designer at Exced I:

- Developed a work space safety app.
- Developed a Web environment to visualize and extract documentation.
- Made field research to understand the users scenario.
- Drew the whole app and web architecture and wireframe understanding the stakeholders wishes and needs.
- Worked with Agile and Scrum.

https://exedconsulting.com/

Product Designer mid-level – Iteris.
October 2023 - March 2024

Financial Products; Agile; Web Design; UX/UI; Mobile;

Developing revolutionary products that transform everyday life. The Iteris team strategically and operationally integrates to deliver high-value outcomes based on deep technical expertise. As a Product Designer at Iteris I developed:

- Interface design for financial products in mobile and desktop;
- Interface design for credit card machines (POS);
- Systems that allow client to manage their activities and products;
- Client´s Design System;
- Figma;
- Work in agile environment;

https://en.iteris.com.br/

UX/UI Designer mid-level – Pet Mimo.
April 2023 – December 2023.

Visual identity; Wordpress; Web Design; UX/UI; Growth;

Online store specializing in products that bring personality and express the love between pets, guardians, and multi-species families. Acting as UX/UI:

- Designed the entire website interface, resulting in the creation of components and the construction of the Design System using Figma;
- Used WordPress for all development tasks, including payment flow and customer support;
- Developed the entire brand manual, including logo, colors, typography, mission, vision, and values;
- Created all graphic materials for the website using Photoshop, Illustrator, and Figma;
- Created and edited videos for marketing campaigns using After Effects;
- Assisted in the creation of marketing campaign strategies using growth techniques.

https://petmimo.store/

Product Designer lead – DUX.
February 2022 - November 2022.

People Management; Product Design; Metrics; Design Thinking; Agile;

A platform that connects people to opportunities on the web, in which:
- Developed prototypes and coded the institutional page;
- Coordinated user research process, proposing a more efficient audience approach;
- Created user journeys, improving communication and understanding of objectives within the team;
- Led the product team and coordinated Design Thinking and Design Sprint sessions;
- Mentored team members with study sessions and UX content;
- Utilized tools like Figma, HTML/CSS, WordPress;
- Implemented Agile and Scrum methodologies in team organization;
- Implemented documentation in Notion platform.

https://wearedux.com/

Product Designer mid-level – Wipro.
May 2020 - November 2021.

Financial Products; Project Planning; Agile; UX Research; Design System;

Wipro is an Indian multinational corporation that provides information technology services, consulting, and business process outsourcing. Wipro is one of the largest IT services companies in India and has a diverse portfolio of clients across various industries, including banking, finance, and healthcare. As a Senior Product Designer:
- Conducted usability testing, extracting insights to drive the best user experience and business objectives;
- Developed user journeys, facilitating stakeholders' understanding and alignment with objectives;
- Created prototypes for usability testing and improved communication between stakeholders and development teams;
- Designed interfaces for credit card terminals;
- Developed interfaces for a banking application, utilizing and evolving the company's design system;
- Created internal dashboards for incident visualization and metrics for an energy company with over 67,000 employees;

- Participated in Design Thinking and Design Sprint sessions;
- Followed Agile and Scrum methodologies;
- Utilized tools and platforms such as Figma, Jira, Abstract, Sketch, Adobe XD.

www.wipro.com

UX/UI Designer mid-level – BRQ.

November 2019 - May 2020.

User research; UX/UI Design; Design Thinking;

BRQ Digital Solutions is a Brazilian company that provides software development, consulting, and digital transformation services to clients in various industries. Their clients include large corporations and government agencies in Brazil and other countries. As a Senior UX Designer:

- Designed the interface for a banking application, creating layouts for financial product displays;
- Participated in backlog creation and task prioritization based on insights from research and data;
- Followed Agile and Scrum methodologies;
- Utilized tools and platforms such as Figma, Jira, Abstract, Sketch, Adobe XD.

www.brq.com

UX/UI Designer Junior- Doutor Já.
June 2019 - November 2019.

Basic Frontend; UI/UX Design web e mobile;   Scrum;

Doutor Já is a Brazilian telemedicine platform that provides online medical consultations for patients. As a UX Designer:
- Developed the interface for the online appointment system for desktop and mobile;
- Designed and illustrated an eBook with health tips;
- Created interfaces and architecture for "Carteira Saúde," a credit application for medical consultations;

- Conducted user research, including interviews, usability testing, and A/B testing, resulting in improved customer experience and efficiency;
- Developed personas and user journeys based on data gathered from research, aiding the team's understanding of objectives and task benefits;
- Participated in Design Sprint ceremonies, backlog creation, and task prioritization.

[Check it out in my portfolio.](#)

UX/UI Designer Junior – Ahazou.
January 2019 - October 2018
Product Design; Metrics; User research; Design System;

Ahazou is a social media management platform. It offers tools for content creation, scheduling, and publishing. As a Junior UX Designer:

- Conducted user research through interviews and tests;
- Developed interfaces for Android and IOS;
- Performed functionality testing through A/B tests;
- Analyzed user activity through metrics;
- Utilized Sketch, Figma, and Google Analytics tools;
- Participated in training during the acceleration program incubated at Google Campus São Paulo.

www.ahazou.com/

UX/UI Designer Junior - Canguru App.
June 2018 – September 2018.

UI/UX Design web e mobile; Digital architecture; Scrum;

The app was designed to provide expectant mothers with a comprehensive pregnancy calendar, personalized information, and tools to help them manage their pregnancy and prepare for childbirth.

[Check it out in my portfolio.](#)

Designer - Simplify.
August 2016 – March 2017.

==UI/UX Design;== ==Visual Design;==

My role was to create the entire visual identity and prototype the platform that facilitates customer access to Wi-Fi networks in bars and restaurants, replacing the password with a small quiz of questions that provide insights to the establishments.

[Check it out in my portfolio.](#)

Education:

MBA in Artificial Intelligence and Big Data - USP
2024 – 2025.

 Proficient in advanced machine learning, deep learning, natural language processing, and big data analysis. Successfully developed and implemented practical projects in data science, software engineering, and business intelligence.

Digital Product Leadership – Tera.
3-month Bootcamp.
Program that equips professionals with the knowledge and skills to excel in management and leadership positions in the technology industry for digital products.

- Digital Product Strategy;
- Digital Product Management;
- Product Development and Design;
- User Research;
- Agile Methodologies;
- Data Analysis.

UX/UI Bootcamp - Tera.
3-month Bootcamp.
The Tera Digital Product Design course provided training in research, user interface, user experience, and testing for effective digital product development.Digital Product Strategy.
- User-centered design principles and practices;
- Research methods to identify user needs and preferences;
- Prototyping techniques for designing and testing digital products;
- UI design principles and best practices;
- Design thinking methodologies for developing innovative digital products;
- Analysis and feedback techniques to improve digital product design.

Bachelor's Degree in Arts and Design – UFJF.
2013 – 2017.
A course that prepares professionals for various occupations requiring flexible mobilization of knowledge, skills, and abilities in different fields of arts and design.

Thank you