



Felipe Blanc Ferreira Campos

Product Designer

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Brasilian

Rio de Janeiro

I am an experienced Product Designer with illustration skills. I develop digital products that make an impact on people lives and companies, from their initial conception to their high-fidelity prototyping using the main Design tools, such as Figma and Adobe Creative Cloud, as well as Design Thinking concepts, Architecture Information and Data Analysis.

I have worked in agile environments and been part of multidisciplinary teams that use methodologies such as Scrum and Kanban for 5 years, creating websites, systems and applications for companies, always focusing on the user.

Experienced in consulting companies and startups, working in different areas. I have problem solving skills and teamwork. I have a 20-year background in Graphic Design and illustration projects that contributed greatly to the development of my creativity and my aesthetic sense.

● Technical Skills

Product Design

- Figma
- Photoshop
- Illustrator
- Adobe XD
- Webflow
- Hotjar

ideation / organization

- Notion
- Jira
- Azure Devops
- Miro
- Figjam

Others

- Illustration
- Adobe Premiere
- In Design
- HTML / CSS
- Generative AI (images)
- IGenerative AI (text)

● Most relevant experiences

Product Designer - Hyphen Digital Experience

Portugal - 06/2023 - current

I created innovative digital products that carry out negotiations and document transactions between brands partners and the institution involving internal and external stakeholders of the company WORTEN, a giant of the Portuguese Market Retail already present in other European countries.

I actively collaborated in the construction and maintenance of the Design System and also in improving the user experience in e-commerce. Combining functionality, usability and aesthetics to create efficient and pleasant user interactions.

In a second project, for SUPERMERCADOS CONTINENTE. I structured a new architecture for the information for the CONTINENTE FEED project (website for customer engagement, with recipes, etc.) With in-depth research on all assets published on the internet, it was possible to organize all content on the platform and design a simpler and more natural experience.

Product Designer - - Prosper Tech Talents

Brasil - 01/03/2023 - 06/2023

At this Edtech I was responsible for the entire research and product discovery process, I carried out several interviews with users and usability tests. With a multidisciplinary team, we developed a platform that qualifies technology professionals who already have experience, teaching technical skills that are in high demand in partner companies that are having difficulty hiring employees with such skills.

We have managed to fill more than 50 vacancies so far, qualifying technology professionals, drastically reducing the work of partner companies in finding professionals.

UX UI Designer - Grupo FCamara

Brasil - 04/2014 - 12/2017

Open Finance Project

Responsible for usability research, analysis and data collection. Product interface creation and prototyping (Figma) Construction and Maintenance of the Design System. Participation in product discovery processes. Working from end to end on a project for a client in the Financial sector (SaaS Open Banking project and Open Insurance).

Energies Project

Work on second project for an external client in the Energy sector (EDP), developing a new website of the brand promoting its sustainable positioning and promoting projects and products related to solar energy capture plants and solution for charging electric cars.

UX UI Designer - Grupo FCamara

Brasil - 04/2021 - 12/2022

I worked on competitor research, user interviews and development of teaching illustrations, in addition to building the interfaces for the new distance learning courses that were being created. The Senac already had a large presence in offline education in Brazil and, at that time, began a strong expansion for e-learning. Creating these new courses, we were able to provide quality qualifications to more than 100 thousand people across the country.

● Academic education

Visual Communication Design (bachelor's degree)

Federal University of Rio de Janeiro . Brasil . 02/2008 - 06/2013

Bootcamp Master Interface Design

Aela.io - 02/2020 - 06/2021

User Interface with visual references

Ux Unicornio . 08/2019 - 12/2019

Visual Arts (bachelor's degree)

Federal University of Rio de Janeiro . Brasil . 02/2003 - 12/2007

● Languages

Coversational English (B2)

Basic Spanish (A2)

Basic French (A1)

Portfolio

<https://www.uxblanc.com/>