

# Felipe Blanc Ferreira Campos . Product | UX UI Designer . Brazilian

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With 5 years of experience as a Product Designer and 15 years as a Graphic Designer, I am committed to transforming complex challenges into innovative solutions. I have worked in agile environments and integrated multidisciplinary teams using methodologies such as Scrum and Kanban, developing websites, systems, and applications for companies, always with a user-focused approach. My methodology is based on defining process stages, starting from ideas and concepts that can take shape from paper to advanced tools like Figma, Creative Cloud, and Generative AI. I can work from Portugal or Brazil.

## Professional Experience

### **Product Designer - Hyphen Digital Experience - Portugal 06/2023 - Present**

#### **Oney**

I am currently designing a new digital product from scratch, focused on personal credit onboarding. With a primary focus on building interfaces and interactions in Figma, I am developing wireframes, prototypes, and user flows to ensure an intuitive and efficient experience. Additionally, I actively use and contribute to the maintenance of the Design System, ensuring visual consistency and product scalability. I also conduct user research and testing to validate hypotheses and refine the product based on real insights. I collaborate closely with development teams and stakeholders to ensure that the designed solutions meet both user needs and business objectives.

#### **Worten**

Created innovative digital products that facilitate negotiations and document transactions between partner brands and Worten, a retail giant in the Portuguese market also present in other European countries. Collaborated on the construction and maintenance of the Design System and the improvement of the user experience in e-commerce, increasing conversions by 8%.

#### **Continente**

Structured a new information architecture for the Continente Feed project. Through deep research on all assets published on the internet, organized all content on the platform, designing a simpler experience and increasing user retention by 20%.

### **Product Designer - Prosper Tech Talents - Brazil 01/2023 - 06/2023**

- At this Edtech, conducted research, data analysis, user interviews, and usability testing.
- Developed a platform that empowers experienced Technology professionals through asynchronous classes and mentoring in specific technologies required by partner companies, facilitating hiring.
- Within just two months, filled over 30 positions, alleviating the workload for these companies in the search for talent.

### **UX/UI Designer - Grupo FCamara - Brazil 05/2021 - 12/2022**

- Developed an Open Finance product from comprehensive benchmarking. Created a high-fidelity prototype resulting in a smooth and intuitive experience, validated by usability testing with 18 users.
- Built a simple and robust Design System that resulted in a 25% reduction in the development time of new features.

## Education

- Bachelor's in Visual Communication Design - Federal University of Rio de Janeiro, 02/2008 - 06/2013
- Bootcamp Master Interface Design - Aela.io, 02/2020 - 06/2021
- User Interface with Visual References - Ux Unicorn, 08/2019 - 12/2019
- Bachelor's in Fine Arts - Federal University of Rio de Janeiro, 02/2003 - 12/2007

## **Technical Skills**

- Advanced proficiency in Figma, Creative Cloud, and other design tools
- Knowledge of HTML and CSS
- Strong organizational skills and knowledge of tools like Notion, Jira, Miro, Azure DevOps, etc.
- Creativity and strong illustration skills
- Exceptional communication and storytelling skills
- Effective collaboration in multidisciplinary teams with international experience

## **Languages**

- Native Portuguese
- Advanced English
- Basic Spanish
- Basic French