# Matheus Oliveira
**User experience Designer**

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## Summary

5 years of experience dealing with digital products, focused in UX, UI and IxD. As Designer I had the opportunity to work with international teams from Leroy Merlin SA, ITM Channel Marketing Ltd. and Ricoh Company, Ltd., and to work on dozens of projects, always with the aim of optimizing processes and experiences, strengthening the brand of existing products. or in creating new digital products.

## Experience

**UX DESIGNER |** 05/2022 - PRESENT
Leroy Merlin*, São Paulo - SP*

➢ Work cross-functionally with Design, Product and Engineering teams to create vision for new features, from concept to finish of every detail in the product.
➢ Created users flow, user journey map, user surveys and wireframes
➢ Present design concepts to the team and stakeholders, clearly understanding user needs and business goals to achieve excellent results
➢ Worked closely with developers and project managers to ensure final designs meet satisfactions by using Agile and Jira.

**DESIGNER DIGITAL |** 08/2020 - 05/2021
*ITM Channel Marketing, São Paulo - SP*

➢ Development of desktop/mobile interfaces for Mobile Applications, Website and Systems.
➢ User journey mapping and persona definition
➢ Creating Low Fidelity Wireframes and High Fidelity Prototypes
➢ Continuous improvement in user experience and potential new users

**WEB DESIGNER/ FRONT-END |** 10/2016 – 07/2020
*Bonds Club de Descontos, São Paulo - SP*

➢ Layout of websites, systems, landing pages and mobile applications.
➢ UX/UI planning (wireframes) and deployment.
➢ Implementation, validation of Tags and report generation.
➢ Traffic Acquisition (SEO, SEA, ASO) and creating custom reports

## Education

**MBA, SOFTWARE ENGINEER|** 07/2020 – 11/2021
*Universidade Tecnológica Federal do Paraná, Cornélio Procópio/PR*

**BACHELOR`S DEGREE, COMPUTER SCIENCE |** 02/2015 - 12/2018
*Universidade Nove de Julho, São Paulo/SP*

**ASSOCIATE`S DEGREE, INTERNET SYSTEMS| 07/2016** – 12/2018
*Universidade Nove de Julho, São Paulo/SP*

## Languages

Portuguese - Native
English – Advanced (C1)
Spanish – Intermediate (B2)

## Abilities

Design Software's:: Adobe Photoshop, Adobe Illustrator, Figma, InVision e Sketch.

Web-based Application: Google Analytics, UsabilityHub, WordPress, Hotjar, Trello, Jira, Google Advanced Search e Scopus.

Agile methodologies: Scrum, Lean, Kanban and eXtreme Programming.

Office application: Word, Excel, PowerPoint,Access, OneNote e Sharepoint.

## Achievement

**UX Design** Extension course - 10/2020 ESPM, São Paulo/SP

**Google Analytics Indiv Qualification -** 09/2020 Academy for Ads, Google

**Visual Elements of User Interface Design -** 08/2020 ,California Institute of the Arts, Coursera

**Improve Marketshare -** 09/2019 SEBRAE-SP, Capital Leste II

**Design Thinking -** 05/2019 Centro Paula Souza, CPS Digital

**Exchange General English (4 weeks)-** 02/2018 ILAC Night School, Toronto/ON Canadá

**Exchange Semi-intensive En (4 weeks)-** 02/2016 Kaplan International, Vancouver/BC Canadá