



PAULO OLIVEIRA

Product Designer | UX/UI Strategy

+55 (11) 95299 0583 - São Paulo - SP - Brazil

Email: designzeeq@gmail.com

Portfolio: zeeq.com.br/en

LinkedIn: linkedin.com/in/paulo-oliveira-5aa89960/

ABOUT

Strategic business vision and user-centered design for scaling digital products, specializing in transforming complex problems into intuitive interfaces.

Applying UX/UI Design, focused on scaling digital products through user-centered design, agile prototyping, and modular design systems.

Experience with e-commerce and agencies working as a graphic designer and social media manager.

SKILLS

Teamwork
Communication
Style guides
Design patterns
Wireframes
High-fidelity prototyping
User flow
Experience design
Interface design
Graphic design
Printed materials
Analysis
Basic HTML/CSS

EDUCATION

Aug 2009 - Aug 2011

Graphic Design

Centro Universitário
SANT'ANNA - SP

LANGUAGES

- Portuguese (Native)
- English (Upper Intermediate)
- Spanish (Advanced)

EMPLOYMENT

Feb 2024 - Aug 2024

Senior Ux Ui Designer - Freelancer

CAMPSOFT - Hub de Serviços

- Building high-fidelity prototypes (mobile and web) using Figma and Adobe XD
- Direct interaction with business teams (Product Managers, Product Owners, Team Leads, and Developers)
- Navigable workflows using Figma or Adobe XD

Nov 2022 - Sep 2023

Senior Ux Ui Designer

BLOCKBR - Digital Assets

- Collaborating with the Product Owner on the specifications and development of new products/solutions, using Design Thinking and agile methodologies (Scrum and Agile).
- Usability analysis and information architecture.
- Direct interaction with business teams (Product Managers, Product Owners, Team Leads, and Developers).

May 2021 - Oct 2022

Product Designer

CLINA.CARE - Clinics Pay per Use

- Strategic collaboration with the company's C-level executives, aligning product implementation and evolution with business guidelines.
- Development of high-fidelity prototypes (mobile and web).
- Direct interaction with business teams (Product Managers, Product Owners, Team Leads, and Developers).

Sep 2017 - Sep 2020

Art Director

WE ARTS - Agency

- Responsible for website development projects for clients using WordPress.
- Creation and development of visual identity, logos, printed materials, infographics, and presentations.
- Creation of layouts for email marketing.



PAULO OLIVEIRA

Product Designer | UX/UI Strategy

+55 (11) 95299 0583 - São Paulo - SP - Brazil

Email: designzeeq@gmail.com

Portfolio: zeeq.com.br/en

LinkedIn: [linkedin.com/in/paulo-oliveira-5aa89960/](https://www.linkedin.com/in/paulo-oliveira-5aa89960/)

EMPLOYMENT

Mar 2015 - Feb 2017

Web Designer

RESTORANDO - Restaurant Booking

Collaborating with the Marketing, Brand Channels, Brand Content, and Business teams to deliver conversion campaigns, execute web banners, social media and email marketing with art direction. Designing logos, infographics, printed materials, creating brand books, style guides, and beautiful visual assets.

Aug 2012 - May 2014

Web Designer Analyst

GROUPON Brazil

Contributing to multiple IT teams to deliver dashboards and new tools for various departments. Building effective interfaces for internal users. Also collaborating with the Editorial Team on designing landing pages and creating email marketing campaigns.

Oct 2011 - Jul 2012

Web Designer

ULTRAFARMA - Health

Collaborating with the IT team to update the e-commerce site, often updating the storefront and adding new products. Also contributing to the Marketing team to plan new strategic campaigns and deliver beautiful email marketing, banners, printed materials, and landing pages.

May 2009 - Sep 2011

Web Designer

S1000 - Agency

Communicating with clients about layout, website design, and landing pages consistent with WordPress, HTML, and CSS. Applying Marketing, Advertising, and Multimedia design, executing web banners, Social Media, and email marketing with art direction. Designing logos, infographics, print materials, creating brand books, style guides, and beautiful visual resources.
