

Flavio Santana

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SENIOR PRODUCT DESIGNER

Senior Product Designer with 10 years of experience focused on how software products function and how users move through the experience to accomplish their goals. Deep experience partnering with other team members to develop the strategy and design for all required product features. International and domestic experience in countries, including Brazil, France, Canada, Argentina, Malaysia, Montenegro, and Peru. Clients include Renault (France), LG, Brasil Pré-Pagos & SESC (Brazil), Guaraná Technologies (Canada), and Matera (Brazil).

Human-Centered Design Process | Design Thinking | Graphic Design | Icon Design | Information Architecture | Data Analysis | Usability Tests & Improvements | User Flow | User Interface Design | Web Accessibility | Web Performance | Visual Design | Wireframes & Prototypes | Flow Chart & Users Scenarios | Front-End Development | A/B Testing

PROFESSIONAL EXPERIENCE

UI Design Teacher & Visual Ergonomics - PUC Campinas, SP - OCT 2019 - Present (Part-time)

UI Design, Accessibility Teacher - Impacta, SP - Ago 2020 - Present (Part-time)

UX Consultant / Product Designer - GFT Group, SP - FEB 2020 - Present

Working as UX Consultant / Product Designer at Votorantim Bank providing assistance for digital solutions and applying methodologies and new ways of thinking in design with squads and the design team. My main role is to help the company to build digital solutions from start to the end in partnership with business people and designers, bringing the best experience as possible for the projects.

UX Consultant / Partner - UXPSYCHE, Aug 2018 - Present

- Contracted as a UX Consultant to devise and design UX/UI solutions for clients of this startup company focused on UX/UI psychological and emotional design.
- Created a mind map, which is a diagram used to visually organize information by showing relationships among pieces of the whole to win new clients by showing them how UXPsyche's UX Consultants can help their company.
- Presented a mind map and won business with SESC SP, the biggest leisure, entertainment and culture organization in Brazil to make their new website for a movie festival.
- Rebuilt the entire application information architecture for PETIDEAL, a startup focused on pet services. Gathered requirements to understand client's vision and business objectives. Significantly improved user engagement by creating a user flow and wireframe

UX Designer & Analyst - GOL AIRLINES, Dec 2016 - Fev 2020

- Contracted as a UX Designer and Analysts to draw user engagement to "the small price of the day" which offered a round-trip package. This function allowed users to spend less time on their purchase. Action grew revenue around to 10% per month.

- Helped the Human Resources department select UX Designer and Developers by identifying top tier talent to build GOL Airlines first Intern Design team. Intern team significantly increased project delivery time by 60%.
- Implemented new tools such as IBM Tealeaf to better understand client behaviors through data analysis and market intelligence in order to propose new ways to engage customers, ultimately growing market share and increasing sales revenue.
- Significantly improved user experience by planning and executing web performance initiatives, including web accessibility to improve user experience. Developed digital products that were accessible for everyone—regardless of a person’s abilities.

UX/UI Designer - *GuiaMais, Aug 2016 - Nov 2016*

- Contracted as a UX/UI Designer to provide Interface Design, UX Process Research and Validation, Project Management, Stakeholder Interviews and Requirements Gathering, Prototypes & Wireframes, and Interaction Design.
- As a Digital Product Designer, managed internal and external design projects. Evaluated product improvements for short- and long-term business objectives using Scrum tools (i.e. Trello, Runrunit, Sheets, etc.).
- Worked with low, medium and high fidelity mockups and graphics interfaces for ecommerce sites, mobile applications and responsive websites. Applied usability and A/B tests to validate ideas and hypotheses.
- Engaged closely with the product owners and other stakeholders to gather project requirements. Evaluated user feedback and needs to improve product quality and ease-of-use. Designed screen mockups for platforms.

UX/UI Designer - *Martin Luz, Jan 2015 - Aug 2016*

- Contracted as a UX/UI Designer to deliver Graphic Design, including Brand, Logo and Print, Interface Design, UX Process Research and Validation, Style Guides, Stakeholder/User Interviews, Prototypes & Wireframes, and Interaction Design.
- Accountable for the creation of interface and visual design, including end-to-end experience of how customers interact with the product. Identified problems and opportunities to improve product offering.
- Worked with the senior leadership to fulfill the overall product/feature vision. Collaboratively brainstormed and evolved UX/UI with the team. Offered versions based on design critique from peers or from learnings found in user testing or feature response.
- Captured all states, edge-cases, “unhappy paths” and path logic for visual UX/UI design and engineering teams to build out; evaluated, tested, and iterated on current core experiences.

RELEVANT CAREER HISTORY

- Web Designer - *9DT STUDIO, Jan 2013 - Jan 2015*
- Web Designer - *INTERMIDIA, Jan 2011 - Dec 2012*
- Web Designer - *WEB SOLUTIONS, Nov 2009 - Dec 2010*

EDUCATION

- ESPM - Master, UX Design Strategic Management (Online Course 2019 - 2021)

- IMPACTA TECHNOLOGY UNIVERSITY - Master of Arts (M.A.), Information Architecture & UX Design (Finished 2018 - 2019)
- CRUZEIRO DO SUL UNIVERSITY - Bachelor of Arts (B.A.), Graphic Design (Finished 2011 - 2013)

PROFESSIONAL DEVELOPMENT

- Digital Product Leadership, TERA
- Accessibility, Mergo User Experience
- DesignOps, How Bootcamps
- Digital Accessibility, Interaction Design Foundation
- Product Manager Mobile, Product Arena
- Emotional Design, Interaction Design Foundation
- Usability Tests, Interaction Design Foundation
- Design Sprint, COLETIVO MOLA
- Psychology & Web Design, Interaction Design Foundation
- Measure, Monitor & Test Your Product, ALURA
- UX Strategy: Diverge & Shaping Ideas, ALURA
- UX Boot Camp, HUGE
- Art Direction, Impacta Technology University
- SEO Training, DO MORE!

AWARDS

- Recognition Prize, Marketing Best Professionals of Year GOL 2018
- 4th place, Hackathon Saint-Gobain Brasil Award, 2016
- 3rd place, Angel Hack Award, 2016
- 3rd place, Hackathon ISBAN Award, 2016
- 1st place, Hackathon FIESP Award, 2014

LANGUAGES

- Portuguese (Native)
- English, French (Professional Working)