

Bruno Rodrigues Reis Cazeta

Full Stack Design [UX/UI Design - Web Design - Design - Front-end Web]

WORK EXPERIENCE

UX/UI Design | Digital Marketing – Intouchbiz

January 2020 – Current

Planning, creation of solutions and strategies for integrated ERP systems and mobile versions.

- Prototyping;
- Website development;
- SEO Strategies and Metrics.
- Social Network Management;
- Development of the client-side user interface.

Technologies

Wireframe, StoryBoard, Prototyping, Low fidelity prototyping, User's Mental Mapping, User's Journey, Design Thinking, Heuristics Nielsen, A/B Test, Persona, Figma, Adobe Package(Illustrator, Photoshop, INDesign, ...), Balsamiq, Invision, Html5, CSS3, JavaScript, JQuery, Bootstrap, CMS(Wordpress), Agile methodology.

Web Design – Conceitos Diferentes Lta

October 2019 – December 2019

Website development and ecommerce for clients of various segments.

- Prototyping;
- Website development;
- SEO Strategies and Metrics.

Technologies

Wireframe, StoryBoard, Prototyping, Html5, CSS3, JavaScript, JQuery, Bootstrap, CMS(Wordpress), MySql, ISS, Low fidelity prototyping, Wireframe, Figma, Adobe Package(Illustrator, Photoshop, INDesign, ...), Balsamiq, Sketch, Kanban methodology.

UX/UI Design – DBServer

October 2018 – August 2019

Planning, creation of solutions and strategies for integrated ERP systems and mobile versions.

Client - LINX

- Project LINX DMS (System ERP Apollo) – Planning, prototyping and conversion of entire desktop system to web / mobile version;
- Hyundai (Machine shop project) – Planning, prototyping and creation of all mobile system for car maintenance workshops;
- Volkswagen (Machine shop project) - Creation of new solution for customer satisfaction survey, prototyping of the new system.

DBServer

- Supporting the DBServer Designers team with the creation of a 3D prototyping tool to make everyday work easier.

Technologies

Wireframe, StoryBoard, Prototyping, Low fidelity prototyping, User's Mental Mapping, User's Journey, Design Thinking, Heuristics Nielsen, A/B Test, Persona, Figma, Adobe Package(Illustrator, Photoshop, INDesign, ...), Balsamiq, Sketch, Invision, Axure, Agile methodology.

UX/UI Design | Front-end – Society STI

October 2017 – October 2018

Planning, solutions and strategies applied in prototyping and development of integrated ERP systems for sport fans and sport clubs in Brazil.

- Mind mapping and Design Thinking techniques;
- Creation Personas and Journeys of Users;
- Prototyping of the new system;
- Development of the client-side user interface.

Technologies

JavaScript, JQuery, AngularJS, SASS, LESS, Bootstrap, HTML5, CSS3, MySQL, SQL Server, IIS, Wireframe, StoryBoard, User's Journey, Persona, Prototyping, Low fidelity prototyping, A/B Test, Design Thinking, Heuristics Nielsen, Figma, Adobe Package(Illustrator, Photoshop, ...), Balsamiq, Kanban methodology.

UX/UI Design | Web Design – Insinuante (Grupo MV)

December 2012 – July 2015

Planning, solutions and strategies applied in the prototyping and development of old and new ERP systems for the second largest retail company in Brazil.

- Renovation, prototyping and development of over 45 ERP systems;
- Creation Personas and Journeys of Users;
- Mind mapping and Design Thinking techniques;
- Storyboarding;
- Visual restructuring of some advertising pieces;
- Prototyping of the new system;
- Logo Creation;
- Solutions and strategies for a new intranet user interface;
- Development of the client-side user interface;
- Development of intranet for group MV.

Technologies

JavaScript, JQuery, Bootstrap, HTML, CSS, MySQL, Wireframe, StoryBoard, User's Journey, A/B Test, Persona, Prototyping, Low fidelity prototyping, Design Thinking, Heuristics Nielsen, Adobe Package(Illustrator, Photoshop, INDesign, ...), Balsamiq, Invision, Sketch, Axure, Agile methodology.

UX/UI Design | Web Design – Banheiras Jacobs

January 2011 - October 2012

Solutions, strategies, prototyping and development of institutional and e-commerce website.

- Prototyping of website and new webshop;
- Creation Personas and Journeys of Users;
- Mind mapping and Design Thinking techniques;
- SEO Strategies and Metrics;
- Development of the client-side user interface.

Technologies

JavaScript, JQuery, HTML, CSS, MySQL, Wireframe, StoryBoard, User's Journey, A/B Test, Persona, Prototyping, Low fidelity prototyping, Design Thinking, WordPress, SEO, E-commerce, Mailing Marketing, Google AdSense, Adobe Package(Illustrator, Photoshop, ...), Sketch, Agile methodology.

Web Design | Digital Media Consultant – LB Home Artefacto

January 2010 - January 2011

Development of the company's institutional and e-commerce website, as well as the creation of brand advertising campaigns and management in digital media.

- Prototyping of website and new webshop;
- SEO Strategies and Metrics;
- Social Network Management;
- Development of the client-side user interface.

Technologies

JavaScript, JQuery, HTML, CSS, MySQL, Wireframe, Prototyping, Low fidelity prototyping, WordPress, SEO, E-commerce, Mailing Marketing, Google AdSense, Adobe Package(Illustrator, Photoshop, ...), Agile methodology.

UX/UI Design | Web Design – LPG Soluções

June 2008 - January 2010

Creation, prototyping and development of websites and ERP systems for clients of various segments.

- Prototyping;
- Website development;
- Creation Personas and Journeys of Users;
- Storyboarding;
- Mind mapping and Design Thinking techniques;
- SEO Strategies and Metrics;
- Company visual standardization;
- Development of the client-side user interface.

Client – SARAH Hospitals

- Creation, Prototyping and development of the ERP system for the SARAH Hospitals network of Bahia/Brazil.

Technologies

JavaScript, JQuery, HTML, CSS, MySQL, Wireframe, StoryBoard, User's Journey, A/B Test, Persona, Prototyping, Low fidelity prototyping, Design Thinking, Heuristics Nielsen, WordPress, SEO, E-commerce, Adobe Package(Illustrator, Photoshop, ...), Balsamiq, Agile methodology.

UX/UI Design | Web Design – CP Tecnologia

January 2007 - June 2008

Responsible for the web team in the creation, prototyping and development of websites for clients of various segments.

- Prototyping;
- Website development;
- Creation Personas and Journeys of Users;
- Storyboarding;
- Mind mapping and Design Thinking techniques;
- Development of the client-side user interface.

Technologies

JavaScript, JQuery, HTML, CSS, MySQL, Wireframe, StoryBoard, User's Journey, A/B Test, Persona, Prototyping, Low fidelity prototyping, Design Thinking, Heuristics Nielsen, WordPress, Joomla, SEO, E-commerce, Adobe Package(Illustrator, Photoshop, ...), Kanban methodology.

ACADEMIC PROJECTS

Creation, website development and all digital media advertising for a company

2015

The objective of this project was to create a company from the business plan to its visual conception.

Summary

The advertising campaign involved from the creation of the logo, colors and fonts used, as well as the creation of:

- Television advertising / advertising;
- Web advertising / advertising;
- Banners;
- Flayers;
- Posters;
- Designer for billboards;
- WebSite prototyping;
- Website development;
- Profiling on social networks and online campaigns.

In the end the user experience with all the elaborate material.

Technologies

JavaScript, JQuery, HTML, CSS, MySQL, CMS Wordpress, Wireframe, StoryBoard, Prototyping, Low fidelity prototyping, illustration, video editing, audio editing, 3D object creation,

SKILLS

- UX Research
- UX Design
- UI Design
- Responsive Design
- User's Journey
- Information Architecture
- Agile & Lean
- User Testing
- Heuristics Nielsen
- Design Thinking
- Web Design
- HTML5 & CSS3
- AngularJS
- SQL Server
- Bootstrap
- JQuery
- JavaScript
- Wordpress
- E-commerce
- Front-end Web
- MySQL
- Prototyping
- Wireframing
- StoryBoard
- Personas
- Sketch
- Balsamiq
- Axure
- AdobeXD
- InVision
- Figma
- Adobe Photoshop and Lightroom
- Adobe Illustrator
- Brackets
- Adobe Dreamweaver
- Eclipse
- Visual Studio
- Adobe Fireworks
- Adobe Premiere & After Effects
- SEO
- Adobe Flash and ActionScript
- 3DMax Studio

LANGUAGES

Portuguese – Native

English – Advanced

Spanish – Advanced

Italian – Basic

Basic; Advanced; Fluent; Native

EDUCATION

MBA in Strategic Management in Ux Design

ESPM – Porto Alegre, Rio Grande do Sul - Brazil

2019 – *

Degree in Multimedia Production

Universidade Jorge Amado, UNIJORGE – Salvador, Bahia - Brazil

2006 – 2011

ADDITIONAL INFORMATION

UX & Design Thinking: Business User Experience

Udemy

2020*

Front-end Web Certified

BR Multimidia - Licensed ADOBE – Salvador, Bahia - Brazil

2014

Web Master Standards Certified

BR Multimidia - Licensed ADOBE – Salvador, Bahia - Brazil

2012