

# Lucas Eduardo de Lima

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## **PROFESSIONAL PROFILE**

I am a Product Designer UX/UI with a degree in Psychology from Universidade Positivo, and I have been studying and working with Design and Photography as a freelancer since 2018. I currently carry out personal projects and courses in the field of UX/UI Design and UX Writing. Among the tools I use are Web & Mobile Design, Prototyping, Usability Testing, User Flows, Mockups, Qualitative & Quantitative Research, Benchmark, Component Library, Documentation & Presentation, Design Thinking, Agile Methodologies, Scrum, Figma, Adobe Photoshop, Miro, HTML and CSS.

## **EDUCATION**

**Universidade Positivo**

(Mar 2017 – Dec 2021)

Bachelor in Psychology - Complete

## **PROFESSIONAL EXPERIENCE**

**Autonomous**

*Designer and Photographer freelancer*

(Jan 2018 – Currently)

- Producing commercial jobs for clients all over Brazil and Worldwide.
- Utilizing software such as Adobe Illustrator, Adobe Lightroom and Adobe Photoshop to produce commercial and product photography.
- Employing Typography, Visual Design, Color Theory and Branding for commercial work.

## **SKILLS AND TOOLS**

- **Design and Prototyping** Figma, Adobe XD, Adobe Photoshop, Design Thinking
- **Programming languages** HTML and CSS
- **Methodologies, platforms and Miscellaneous Technologies** Miro, Agile Methodologies, Scrum, Lean.
- **Languages** Native Portuguese, Fluent in English

## **RELEVANT COURSEWORK**

**Course – UX Design Specialization @ Google**

- 200 hours of theoretical and practical content on UX Design, UX Research, UX Writing, Ideation, Prototyping, Usability Testing, Information Hierarchy and Design System.

**Course – Graphic Design Specialization @ CALARTS**

- Online course about Graphic Design, Visual Communication, Branding Communication, Typography, Design Theory, Color Theory and Branding.

**Course – Human-Computer Interaction @ Georgia Tech**

- Psychology applied to technology and user interface development.

**Course – UX Design @ LinkedIn**

- This course covers UX Design, Design Thinking, User Research and Prototyping.

**Course – UX Writing Text as a way to improve your user experience @ Descola**

- Online course about UX Writing, Microcopy, Design Thinking, User Research and Prototyping.

**Course – UX Writing Bootcamp @ Aldeia**

- Focus on UX Writing, Tone of Voice, Identity, Storytelling and Accessibility.

**Course – Heuristic Analysis in UX @ Udemy**

- Online course about Psychology and Heuristics in UX/UI Design.