

Lucas Lima

Product Designer

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Portfolio: www.lucas-lima.com

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'm currently leading the UX/UI Design area at Wigoo Digital. Among the tools I use are Web & Mobile Design, Prototyping, Usability Testing, User Flows, Mockups, Qualitative & Quantitative Research, Benchmark, Design System, 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

UX/UI Designer / Wigoo Digital

(Mar 2022 – Currently)

- Leading the UX/UI Design area, developing complete and fully responsive experiences in e-commerce using Figma, across the entire product lifecycles;
- Consulting with clients in order to build solutions to business challenges and user needs through User Research, Information Hierarchy, UI and UX Design, Usability Testing, Design System, Guidelines and Prototyping;
- Collaborating with the Development and Marketing team in creating and iterating end-to-end unified experiences.

Designer and Photographer / Freelancer

(Jan 2018 – Currently)

- Producing commercial jobs for clients all over Brazil and across the world.
- Utilizing 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

- **UX Design Specialization @ Google**
- **Graphic Design Specialization @ CALARTS**
- **Human-Computer Interaction @ Georgia Tech**
- **UX Writing: Text as a way to improve your user experience @ Descola**
- **UX Writing Bootcamp @ Aldeia**
- **Heuristic Analysis in UX @ Udemy**