

Felipe Felix

UI Designer | São Paulo - SP

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Summary

UI/UX Designer with experience in financial products and mobile applications, design systems, and high-fidelity prototyping. Fluent in English, with experience collaborating with international teams.

Skills

UX design

- User journeys (end-to-end flows, error states, edge cases)
- Usability and interaction design
- Design Sprint & Design Thinking
- Research and benchmarking of best practices

UI Design

- Grid systems, typography, and color theory
- Responsive design
- Accessibility (WCAG)

Design Systems

- Component libraries
- Documentation and guidelines
- Token-based structure
- Cross-product consistency

Prototyping

- High-fidelity interactive prototypes
- Usability validation through prototyping
- Developer handoff

Collaboration

- Cross-functional teams (Product, Engineering, Business)
- Design documentation
- Handoff to development

Tools

- Figma (Advanced)

Front-end

- Strong knowledge of HTML & CSS
- Basic knowledge of JavaScript

Languages

- English — Advanced (professional experience)

Experience

UI/UX Designer — ACT Digital (Bradesco Project)

Current

- Improved UI and user flows for login validation and security in a large-scale banking application
- Contributed to the migration of a legacy banking platform to a new digital experience
- Defined scalable interface standards to ensure consistency across flows
- Collaborated with product, engineering, and business teams

UI/UX Designer — Deeploy

2022 – 2025

- Designed and maintained end-to-end user journeys for a financial platform
- Created high-fidelity prototypes to support validation and decision-making
- Applied UI and UX best practices to improve usability and visual consistency
- Contributed to the evolution and documentation of the design system
- Worked closely with technical and customer experience teams

UI/UX & Web Designer — Beels of Steel

2022 – 2024

- Designed end-to-end user journeys, including happy paths, error states, and edge cases
- Created high-fidelity interactive prototypes for usability validation
- Delivered development-ready designs with structured handoff
- Designed product and landing pages focused on conversion and usability

UI/UX Designer — OrçaFascio

2020 – 2021

- Improved UI/UX for website and product pages
- Designed lead generation and onboarding experiences
- Collaborated with marketing and product teams

Education

- Bachelor's Degree in Design — São Judas University (2016 – 2020)
- Design Thinking — FIAP
- User Experience — FIAP