

# Felipe Felix dos Santos

[www.felipefelix.me](http://www.felipefelix.me) | [contato@felipefelix.me](mailto:contato@felipefelix.me) | [linkedin](#)

## Experiences

### UI/UX Designer

Deeploy | June 2021 - Now

- Working at Bradesco bank on building and maintaining user journeys for Bradesco expresso platform.
- Use of design sprint approaches to deliver solutions: research, wireframes, sketches and high fidelity prototypes.
- Direct contact with the Product Owner, customer experience and business team.
- Help with design system documentation.

### UI/UX and WordPress designer

Beels of Steel | 2022 - 2024

- Designer building landing pages, product pages, sales pages using WordPress and page builders.

### WordPress designer

Hakadme | 2021 - 2022

- Designer creating landing pages, e-mail marketing design and social media content for sales and campaigns. Leading to an increase of sales and email opening rates.

### UI/UX Designer

OrçaFascio | 2020 - 2021

- Wireframe and prototype improvements to company site and blog.
- Landing pages, sales pages and product pages.
- User journey improvement before and during the product free trial.
- Direct contact with managers and marketing team to develop projects and digital marketing campaigns.

### QA design analyst

Colored byte | 2019

Testing design and functionality of Shopify websites, looking for errors, testing links and the user experience.

## Education

### São Judas University

BA Design | 2016 - 2020

- Design understanding: print, brand and digital.
- Design thinking practical learning.
- UI principles: grid, typography and color theory.

### Design thinking

FIAP | 2020

- Learning of all steps of the design thinking methodology and best strategies for better problem solving.

### User experience

FIAP | 2021

- All most important aspects of a user interface design, best practices,
- Close understanding of all Nielsen laws to better interface construction, and mistakes to avoid.

## Skills

### English

Advanced reading, writing and speaking.

### UI/UX design

User experience design - Design Consistency - Design documentation - UI design principles - Prototyping - Wireframing - User centered design - Design sprint.

### Front-end

- Solid understanding of HTML, CSS and basic Javascript.
- CSS SASS pre-processor.

### Softwares

Strong knowledge in Figma - Framer - Slack - Clickup - GSuite, VS Code.

### Other skills

Proactive Communication - Reliable - Team work focused - Flexible.