

## RENATO BONADIO

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### OBJECTIVE

UX/UI Designer

### SUMMARY

10 years experience in UX/UI + 8 in Web Design. Bachelor of Industrial Design. Creation of desktop and mobile interfaces, products and services focused on user needs. Knowledge in usability, HTML5, CSS3, Bootstrap, Wordpress, SEO, material design guidelines and motion design/graphics.

### EXPERIENCE

#### **UX/UI Designer** - ITST (11,2017 - current)

Gathering requirements, wireframe creation, visual design, mockups, prototypes, motion design and visual identity for mobile and desktop applications that consume SAP systems data.

#### **UX/UI Designer** - UpLog (06,2013 - 05,2017)

- Creation of wireframes, mockups, prototypes and motion design to test solutions and communicate ideas;
- Responsible for the navigation experience in all the company's platforms;
- Acting in partnership with product, technology and marketing teams in the design, monitoring and delivery of projects;
- Conduct usability testing, creation of personas and definition of user flows.

Accomplishments: Redefinition of all platforms (institutional site, store and virtual office system) for responsive, flat and user-centered design.

#### **UX/UI Designer** - Mazzatech (10,2010 - 06,2013)

- Identification and solution of usability problems through generation of hypotheses and tests;
- Research, interviews and execution of all stages of design, from concept to production HTML + CSS.

Accomplishments: Creation of online software interfaces for monitoring and mapping slums and irregular occupations for the Housing Department of the City of São Paulo.

#### **UX/UI Designer** - Triad Systems (02,2010 a 10,2010)

- Production of sketches, navigable wireframes, mockups, storyboards, information architecture plans and prototypes to collect feedback, improve and support the design process;
- User surveys, A/B and usability tests.

Achievements: Research, conceptualization, design of software interfaces for VIVO.

#### **UI Designer** - TerraForum/Globant (07,2008 - 02,2010)

- Information architecture, design and customization of CMS;
- Creation of infographics and graphic pieces to support internal and external clients.

Accomplishments: Creation, development of websites, interface for software and intranet. Notable clients, including Johnson's, Sebrae, Fleury Institute, HSBC, Citibank, CPFL, Suzano, INPE, VIVO and Vale.

**Art Director** - BVTI (02,2006 - 06,2008)

- Client briefing and brainstorming meetings to define concepts;
- Creation of concept pieces for online marketing campaigns, websites, hotspots and system interfaces.

Achievements: Creation of campaigns that have hit record conversions. Notable clients, including Pão de Açúcar Group, Oi, DASA, Suzano, El País, Matos Grey, Medial, Schincariol and Estadão.

**Web Designer** - Cellneti (08,2003 - 08,2005): website administration absorbed by UOL as content partner.

**Web Designer** - E-Consulting Corp. (01,2003 - 08,2003): Change management at Itau bank.

**Web Designer** - Casa Brasil (01,2000 - 01,2003): Creation, development and maintenance of websites.

**Graphic Designer** - Creative Agency (02,1999 - 11,1999): Creation of logos and prints.

## EDUCATION

**Management of business, markets and interactive projects** - MBA

Impacta / i-Group

Completion of 2/3 of the course.

**Industrial Design** - Bachelor

Birigui College of Technology

## LANGUAGE

Intermediary English

Native Portuguese

## TOOLS

- Photoshop / Illustrator / InDesign (Fluent)
- Adobe XD / InVision (Fluent) / Figma (Intermediate)
- Balsamiq (Fluent) / Axure (Basic)
- Premiere / After Effects (Advanced)

## ACTIVITIES

- Mentor at Startup Weekend to Improve Lives - Paraisópolis Slum-SP - 16h
- International Forum of Digital Design and Technology - 8h
- Motion Graphics Course (After Effects) - 32h

**Side project** - Jamorei - [www.jamorei.com](http://www.jamorei.com)

Collaborative site for research and evaluation of real estate, condos, neighborhoods, cities and countries made by residents and former residents. Idealization, UX, UI, front-end development, analysis and continuous improvement.