

# Sidimar Gobbo

UX Designer

## About

A user experience designer with more than 10 years experience.

My main activities are understand what the users need and then advocate for them through user interview, lo-fi hi-fi design, usability test, etc.

## Contact

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## Portfolio

Behance: [be.net/sidimar](https://www.behance.net/sidimar)

Website: [sidimar.com](http://sidimar.com)

## Experience

### UX Designer at Thomson Reuters

May 2017 – Present - Campinas - Brazil

- UX Designer at Thomson Reuters May 2017 - Present
- Organize and lead UX discovery workshops, persona building, journey mapping, and design exercises for key business segments within Thomson Reuters to identify enterprise solution opportunities.
- Conduct stakeholder interviews, 1-on-1's, and group interviews to assess and develop solutions for emerging content management products at Thomson Reuters Tax & Accounting.
- Run user interviews, identify key requirements, and storymap business-enhancing workflows. • Develop user-research plans, and rapidly build test-ready product prototypes.
- Translate emerging business goals into actionable UX deliverables for leadership teams.
- Acting as product owner: scope and define user requirements, prioritize iteration stories, keep track of quarterly backlog health, run grooming sessions for emerging features.
- Work closely with UX and front-end teams to maintain brand-standard UI components.

### UX / UI Designer at Learning Data

Jul 2013 – March 2017 - Dublin - Ireland

Majority of work in Senior User Experience Designer for school management software:

- Transform what the final users needs in concept and visual design.
- Design thinking to understand better what the user really needs
- Prototype and test to validate the ideas and concepts before a high visual concept.
- Designed UX for a school management platform for student, teachers, parents, school staff using design thinking and prototype.
- Designed UX for the admin tool to manage users, groups, homework, school notice, etc.
- Developed to be responsive platform and cross browser. • Developed for tablets and phone.
- Worked closely with users to inform and educate about UX best practices.
- Redesigned and applied modern concept to old products.
- Wireframes and Hi-Fi mockup for Android / IOS

<http://www.learningdata.ie> - <http://www.schoolbag.ie>

### Web Designer / UI Designer at Ci&T

jan 2010 - Apr 2013 - CI&T Software

- Working on Drupal applications as a support team for websites to Johnson and Johnson, consumer products
- USA and Canada:
- Assessment, understanding and resolution of issues opened by stakeholders and/or QA team.
- Solve issues with HTML, CSS and JQuery inside Drupal.
- Leading a development team with 10 people inside support team. Working on Drupal application development team for Centrum website to Pfizer, USA:
  - Front-end developer, taking mockups in PSD and transforming in HTML, CSS inside Drupal.
  - Working on Microsoft Sharepoint application development team for Johnson and Johnson, USA IT team:
- Designed blog CEO Johnson and Johnson.
- Developed HTML, CSS to be responsive platform and cross browser.
- Developed UX for tablets and phone.
- Designed wireframes using Balsamiq.
- Design Hi-Fi mockups for Android / IOS

### **Web Designer / UI Designer**

Dec 2007 - Jan 2010 Webcompany

As a hybrid a designer, I worked on a variety of web projects for local and national clients like 3M. Interpreting designed layouts, creating original concepts, production, and webmaster tasks were all my responsibility.

Worked close with users to validated briefings and concepts for website, ecommerces, huge campaigns and quick campaigns.

Designed wireframes, mockups and and final conceptions, validating the ideas with clients and team to generate more valuable and understanding for whole project.

### **Motion Designer | Web Designer**

jun 2006 - sep 2007 Pássaro Azul | Fielder

Majority of work in motion designer in a web agency:

- Designed flash animation for Bayer animal
- Videos / animations - how to interaction manual.
- Designed flash websites, animation.
- Migration of portals (Industries and Energy) 3M Brazil.

### **Education**

#### **Pontifícia Universidade Católica de São Paulo (PUC)**

UX Digital - Experiência do usuário em plataformas digitais, UX Design, 2017 - 2017

#### **Universidade Paulista / UNIP**

Bachelor's Degree, Web Page, Digital/Multimedia and Information Resources Design, 2007 - 2009

#### **Universidade São Judas Tadeu**

Associate's Degree, Advertising and Marketing, 2005 - 2006

Grade: Social Communication

#### **English Language Academy (ELA)**

Grade: Upper Intermediate

Activities and Societies: Conversation, Grammar

**Languages**

English (Full professional proficiency)

Portuguese (Native)

**Independent Coursework**

Agile Meets Design Thinking

Design Thinking for Innovation

Design Kit: THE COURSE FOR HUMAN-CENTERED DESIGN

**Volunteer Experience | UX-Designer at SpunOut.ie**

October 2013 - October 2013

Created a solution for mobile version.