

Sidimar Gobbo
UX UI Designer

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Experience

UX UI Designer
Philips

Blumenau, SC
February 2020

Researched and designed for a hospital/medical system. Working closely with the business and analyst team to gather the best approach and understanding the best core solutions. Create and update system components and creating and updating library components documentation to be accessed for the tech teams and business teams around the world. Working to improving the Sketch library components.

Product Designer
Banco Votorantim

São Paulo, SP
June 2019 - January 2020

Working into the digital transformation of the bank. Responsible for creating lo-fi / hi-fi designs and prototyping. Research and usability tests for internet banking (mobile and desktop) Mentoring and participating in the design system creation.

UX UI Designer
Thomson Reuters

Campinas, SP
May 2017 - June 2019

Organize and lead UX discovery workshops. Persona building, journey mapping, and design exercises for key business persona building, journey mapping, and design exercises for key business segments within Thomson Reuters to identify enterprise solution opportunities. Develop user-research plans, and rapidly build test-ready product prototypes. Translate emerging business goals into actionable UX deliverables for leadership teams.

Product Designer
The Examcraft Group

Dublin - IE
July 2013 - March 2017

Designing and creating concepts for desktop and mobile responsive to the education market. Helping the business team with design thinking methodology to have a better understanding of what the user and business need.

UI Designer
CI&T

Campinas - SP
January 2010 - April 2013

Working on Johnson and Johnson, consumer products, understanding, and resolution of issues opened by stakeholders and/or QA team. Responsible for design the CEO blog Johnson and Johnson. Designed wireframes using Balsamiq.

Education

Pontifícia Universidade Católica de São Paulo
Especialization in UX DIGITAL: UX Digital Platform

São Paulo, SP
August 2017 — November 2017

Universidade Paulista
Digital/Multimedia and Information Resources

February 2007 — December 2009

Skills

Sketch	Invision	HTML	Design System
Figma	Illustrator	CSS	
Atomic	Photoshop	Javascript	