

## **Sidimar Gobbo**

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<https://sidimar.com>

### **Summary:**

With over 10 years of experience in web design, I have recently honed my focus on user experience and its impact on business success. My expertise lies in UX design, and I hold a specialization in this field. Born in Brazil, I also possess Italian citizenship.

### **Career Highlights:**

#### **Senior UX UI Designer**

**Thomson Reuters – Tax and Account – Global Trade Management  
Campinas, Brazil – September 2020 – January 2024**

- Led the redesign of a legacy system, modernizing it for enhanced user experience.
- Instrumental in translating Thomson Reuters' design guidelines into a functional design library, enabling scalability and facilitating collaboration between tech and business teams.
- Organizing and leading UX and UI workshops to guide teams towards effective design solutions.
- Creating personas, journey mapping, and conducting design exercises for key business segments, supporting the identification of enterprise solution opportunities.
- It is transforming emerging business goals into actionable UX deliverables for leadership teams.

#### **UX UI Designer**

**Philips – Tasy**

**Blumenau, Brazil – February 2020 – September 2020**

- Conducted extensive research and designed a user-friendly hospital/medical system.
- Collaborated closely with the business and analyst teams to identify optimal solutions and core functionalities.
- It was developed and updated system components and associated documentation for global access by tech and business teams.
- Actively contributed to the enhancement of the Sketch library components.

#### **Product Designer**

**Banco BV, São Paulo, Brazil**

**June 2019 - February 2020**

- Played a pivotal role in the digital transformation of the bank.
- Responsible for creating both lo-fi and hi-fi designs and prototypes.
- Conducted thorough research and usability tests for Internet banking across mobile and desktop platforms.

- Contributed to the development of the design system through mentorship and active participation.

### **UX UI Designer**

**Thomson Reuters, Campinas, Brazil**

**May 2017 – June 2019**

- Successfully organized and led UX discovery workshops to identify business segments' needs and opportunities.
- Employed persona-building, journey mapping, and design exercises to drive user-centred solutions.
- Crafted user-research plans and rapid prototypes for testing and validation.
- Effectively translated evolving business goals into actionable UX deliverables for leadership teams.

### **Product Designer**

**Examcraft Group, Dublin, Ireland**

**July 2013 – March 2017**

- Designed and conceptualized desktop and mobile-responsive solutions for the education market.
- Applied design thinking methodologies to better align user needs with business objectives.

### **Education:**

- Specialization in UX Designer | PUC, Brazil | 2017 - 2017
- Honors Bachelor's Degree in Web Design | Unip, Brazil | 2007 - 2009

### **Further Education & Certificates:**

- NovoEd: Design Kit - Prototyping
- NovoEd: Design Kit - The Course for Human-Centered Design
- NovoEd: Design Kit - Prototyping
- Coursera: Google UX Design Professional Certificate

### **General Skills:**

- Languages: Portuguese (Native), English (Fluent)
- Computer Skills: Proficient in CRM systems, and Microsoft Office Suite (PowerPoint, Excel, Word, Outlook), and adept in using Figma, Sketch, and Invision.
- Technical Skills: Knowledgeable in Design Thinking, Research, User Interviews, Usability Tests, UI Design, and Visuals.
- Soft Skills: Customer-focused and adaptable to different personalities, effective multitasking and time management, excellent verbal and written communication skills, active listening abilities, and strong attention to detail.

*References are available upon request.*