

Sidimar Gobbo

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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 specialisation 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, modernising 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.
- Organising 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 organised 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 conceptualised 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.