

# 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 specialize in this field. Born in Brazil, **I also possess Italian citizenship.**

## Career Highlights:

### Contractor UX/UI Designer

Dexian, São Paulo, Brazil

November 2024 – Present

As a Senior UX/UI Designer at Dexian, I collaborate with Carnival Cruise to evaluate and improve the apps guests and staff use aboard their cruises.

- Collaborate with Carnival stakeholders to identify user needs, pain points, and opportunities for app enhancements.
- Design intuitive workflows and interactive prototypes to improve usability and onboard experiences for guests and staff.
- Develop and refine design components to ensure consistency and scalability across multiple apps.
- Present findings and design solutions to stakeholders, showcasing the impact of user-focused improvements.
- Define KPIs and work with cross-functional teams to measure the success of app updates in terms of user satisfaction and operational efficiency.

### Freelance UX/UI Designer

Foursys, São Paulo, Brazil

August 2024 – November 2024

- I am designing an internal system for Safra Bank's management officers to streamline client credit card management.
- Collaborated with stakeholders to define requirements and user needs, ensuring the system aligns with the bank's operational goals.
- Developed intuitive wireframes and interactive prototypes to enhance user experience, focusing on ease of navigation and task efficiency.
- Created a cohesive design system that ensures consistency across the platform while facilitating quick updates and scalability.
- Presented design concepts to leadership, effectively communicating the value of user-centered design in achieving business objectives.

### **Senior UX UI Designer**

**Thomson Reuters, Campinas, Brazil**

**September 2020 – January 2024**

- I redesigned a legacy system for a modern user experience.
- Developed and managed a design library based on Thomson Reuters' guidelines, ensuring consistency and using animated prototypes for interaction refinement.
- Led UX/UI workshops and created personas and journey maps to uncover enterprise solutions.
- Transformed business goals into actionable UX deliverables for leadership.

### **UX UI Designer**

**FedEx, Campinas, Brazil**

**July 2023 – January 2024**

I worked for FedEx in partnership with Thomson Reuters. My role involved helping to reduce their work time by improving their desktop system, which included converting it to a web-based system. Additionally, I transformed the package check-in process from a fixed system to a mobile Android application.

### **UX UI Designer**

**Philips, Blumenau, Brazil**

**February 2020 – September 2020**

- Conducted extensive research and designed a user-friendly hospital/medical system.
- Worked closely with business and analyst teams to identify optimal solutions and core functionalities for both web and mobile platforms (iOS and Android).
- Created new components and templates in the Tasy/Philips design system.
- Documented these new templates/components using the Jekyll app, ensuring clear and accessible documentation.
- 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, design, and usability tests for Internet banking applications across both mobile (iOS and Android) 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-centered 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.
- Since 2015, I have been responsible for the creation and maintenance of company websites using Drupal, including e-commerce solutions.
- Developed and managed WordPress websites hosted on AWS, handling all aspects of maintenance and management.

### **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.*