Sidimar Gobbo

linkedin.com/in/sidimar | sidimar@gmail.com | https://sidimar.com
+55 19 99604.1615

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 – November 2025

- 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

- Designed 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.

Freelance UX/UI Designer
Independent Projects, São Paulo, Brazil
January 2024 – August 2024

- Designed and prototyped UX solutions for small businesses and startups, focusing on usability improvements and responsive layouts.
- Conducted user research and usability testing to identify and address key pain points in client workflows.
- Developed design systems and UI libraries to ensure brand consistency across web and mobile products.
- Collaborated remotely with developers to deliver functional prototypes aligned with business goals.

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

- Collaborated with Thomson Reuters to improve the FedEx desktop system, converting it to a web-based solution.
- 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 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 creating and maintaining 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.
- Figma, Sketch, Adobe XD, User Research, Usability Testing, Design Systems, Prototyping, Wireframing, Responsive Design, UX Strategy, Heuristic Evaluation, Accessibility (WCAG).

References are available upon request.