

Wesley William

PRODUCT DESIGNER / UI/UX DESIGNER

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I am a product designer with 2+ years of experience working across industries such as startups, healthcare, technology, tourism, and sports. I am skilled in user-centered design, UX research, and creating intuitive solutions that balance functionality and aesthetics.

I am focused on advancing expertise in scalable design systems to ensure consistency and efficiency across digital products. I am passionate about leveraging data design to enhance user engagement and deliver impactful experiences.

Professional Experience

EVO Design Studio (Sep 2022 - Present) - Product Designer

- Crafted and optimized user flows, sitemaps, wireframes, high-fidelity prototypes, and design systems to enhance product cohesion and elevate user satisfaction.
- Designed responsive interfaces for web and mobile platforms, adhering to WCAG standards to ensure accessibility for all users.
- Mapped out user journeys to drive engagement and boost retention, aligning with broader marketing and business objectives.
- Collaborated with diverse teams, including UX researchers, product managers, front-end developers, and key stakeholders, to ensure alignment throughout the product development lifecycle.
- Facilitated user and usability testing sessions to validate design strategies and deliver intuitive, user-friendly solutions.

Minerva Corretora de Seguros (Jan 2022 - Sep 2022) - Graphic and Web Designer

- Responsible for planning and executing marketing campaigns, creating engaging content for social media, and designing graphic materials to support brand initiatives.
- Responsible for redesigning the company's website, ensuring a better user experience and alignment with the brand identity.

Skills

- Design Systems: Developed custom design systems for products like Baptist Health, tailored to specific user needs and product type.
- UI Design: Strong focus on creating visually appealing, user-friendly interfaces.
- UX Research: Conducted user interviews, usability testing, and gathered insights to inform design decisions.
- Responsive Design: Experience designing for both web and mobile platforms, ensuring consistency across devices.
- Tools: Figma, Sketch, Adobe XD, InVision.
- Collaboration: Experience working in cross-functional teams with UX researchers, front-end developers, and product managers.
- Agile Methodologies: Comfortable working in agile design environments with rapid iterations.
- Web & Mobile Design: Extensive experience designing for both web and mobile platforms, focusing on user engagement and accessibility.

Education

Emotional Design - IxDF (May 2024) - UX Design, Psychology, Emotional Engagement

Explored key topics, including the psychology of design, emotional engagement, and how aesthetics and usability influence user satisfaction. Developed practical skills to design interfaces and experiences that not only meet functional needs but also foster emotional connections with users.

Design Circuit (Apr 2023) - UX Design, UX Research

An in-depth course focused on UX Research, including techniques such as A/B Testing, User Interviews, and the Double Diamond framework for problem-solving and solution implementation. Gained a comprehensive understanding of user-centered design, from defining user needs to delivering effective design solutions.

UI Boost (Oct 2022) - UI Design

Provided a comprehensive understanding of effective and engaging user interface principles. Covered key areas such as interaction design, visual hierarchy, typography, and prototyping. Developed skills to create intuitive UI components that enhance the user experience.

Languages

Portuguese: Native

English: Intermediate (improving through professional experience and ongoing practice)