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Cíntia Falcão

Product Designer

WORK EXPERIENCE

Product Designer, 3 Sverige — Stockholm

MAY 2022 - NOV 2022

- Work in a cross-functional team through the whole development process.
- Analysis of user behavior and interaction towards digital products.
- Synthesis of qualitative and quantitative data to improve the experience.
- Present user experience findings in an easy-to-understand manner to stakeholders.
- Defining user journeys for digital products.
- Creating prototypes and MVPs for usability testing.
- Conducted design workshops with internal teams.

Concept Art/Illustrator, The experience Foundry — Bay Area

AUG 2021 - MAY 2022

- Create custom illustrations that reflect the brand's energy and style.
- Collaborate in Pivio's rebrand

UX/UI Designer, DDT apps and games — Amsterdam

JAN 2018 - MAY 2019

- Creating high-fidelity concepts and collaborating closely with developers.
- Delivering top-bottom design for the mobile app from conception to a polished interface.
- Facilitating workshops and meetings with the design team members to establish a design process to improve collaboration and productivity.

Lead UX/UI Designer, Qranio — Juiz de Fora

MAR 2014 - AUG 2015

- Creation of wireframes and flows to identify users' pain points and generate strategies for interaction and usability.
- Design innovative and friendly interactions in collaboration with developers.
- Lead on the redesign of the IOS apps.
- Research on trending and effective new ways of implementations for the interfaces.
- Front-end development (HTML, CSS, JS).

UI/ Motion Designer, Ato Interativo — Juiz de Fora

MAR 2010 - MAR 2014

- Ideating, conception, and designing websites.
- Actionscript 3.0 development of web apps and interactive experiences.
- Front End development (HTML, CSS, JS).

Lead/Motion Designer, Pura comunicação — *Rio de Janeiro*

JUN 2003 - JAN 2010

- Ideating, conception, and designing websites.
- Led and mentored other designers.
- Creation of wireframes, prototypes, and interface design.
- Actionscript 3.0 development of websites, apps, and interactive experiences.
- Front-end development (HTML, CSS, JS).

Web Designer/Front-end, Tambor — *Belo Horizonte*

MAR 2001 - APR 2003

- Contributing to mid-level and senior designers with layouts for the websites.
- Design email newsletters, animated banners, and other online assets.
- Front-end development (HTML, CSS, JS).

Art Teacher, Pollyana institute — *Contagem*

FEB 2001 - JAN 2002

- Planning lessons on art and art history under students' learning objectives.
- Developing students' drawing, coloring, and painting techniques.
- Providing instruction on media use such as graphite and charcoal pencils and oil, acrylic, and watercolor paint.

SIDE PROJECTS

The Greedy tree

JAN 2022

Color design for the Children's book.

Boizinho de São João

MAR 2022

Background design for the animation.

SKILLS/TOOLS

User Interface Design User Experience Interaction Design User Research Motion Design
Visual Design Branding Illustrations Prototyping Wireframing HTML/CSS GIT
Javascript Agile

Figma Sketch Framer Photoshop Illustrator After Effects Premiere Affinity InVision

EDUCATION

Mobile Development with Google Android, Caelum — *Rio de Janeiro*

AUG 2011 - NOV 2011

Java Programming, Senac — *Rio de Janeiro*

FEB 2005 - DEC 2006

Web Developer, Senac — *Rio de Janeiro*

FEB 2004 - DEC 2005

Bachelor of Fine Arts, Animation — *Belo Horizonte*

AUG 2000 - JUN 2022

Bachelor of Fine Arts, Drawing — *Belo Horizonte*

AUG 1996 - JUN 2000

CERTIFICATION

Design for the 21st Century with Don Norman

Interaction Design Foundation IXFD

OCT 2022

Enterprise Design Thinking Practioner

IBM

OCT 2022

User Research Methods and Best Practice

Interaction Design Foundation IXFD

FEB 2021

Design thinking the - Beginner's Guide

Interaction Design Foundation IXFD

MAR 2020

Conducting Usability Test

Interaction Design Foundation IXFD

MAY 2018