-TUNAI GODOI-
UI/UX Designer

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About:
I'm 30 years old, with 6 years of experience working with Design.
Solution developer with solid concept synthesis skills. an avid student, i always seek to imagine processes from the perspective of design thinking.
I am focused on solving problems based on hypotheses, experiments and evidence. I use the MVP concept a lot and prioritize incremental deliveries. In addition, I am committed to closely monitoring the impact of improvement solutions, ensuring that objectives are effectively achieved.

Soft Skills:
Design Thinking; Discovery/Research; Metrics (CSAT, NPS, SUS, HEART); Google Analytics; Project System; Design methodologies and processes; Agile methodologies; Low or high fidelity prototype; Elaboration of the user journey; Preparation of surveys and interviews; Elaboration of tests; Preparation of user onboarding; Figma Tools, Hotjar, Mailchimp;

Experience:

(2022 - 2024) eCORP HUB - Project Manager focused on UX
I manage the São Paulo Corporate Games project, using agile methodologies like Scrum to plan and execute the development of digital products and monitor website performance through traffic analysis tools. I created wireframes and prototypes, designing visually appealing and functional interfaces aligned with the Corporate Games identity (an international event with over 35 years of history). I conducted usability tests, user research, and interviews, as well as kept track of market trends, ensuring an enhanced user experience. My goal was to ensure clear communication regarding product direction for Corporate Games and a qualified lead funnel meeting eCorphub's goals for the event. I also work on other fronts of ecorphub managing internal communication processes for corporate experience events, with a stronger focus on paralympic experience, team building, and employer branding events.

(2022 - 2023)Sensorial Moove - UI/UX Designer
Utilizing Agile Methodology - SCRUM - Development of low and high-fidelity prototypes, user-focused development, improving system user experience and satisfaction, defining interface standards, usability, and accessibility, mapping personas, conducting interviews and user journey mapping, and usability testing. My role focused on understanding user needs and identifying improvement opportunities in the application, creating wireframes, prototypes, and navigation flows to ensure a cohesive and consistent user experience. I collaborated with other professionals, front and back-end developers, researchers, and neuroscientists, and conducted tests to validate proposed solutions. The main challenge was balancing user needs with fluidity and intuitiveness in the application's learning curve and usage, a process concluded with the creation of a complete new interface.

(2022) Market Research Analyst CBCP - Brazilian Committee of Paralympic Clubs
I developed, together with the marketing team, actions to approach political players, using the user experience as a guide, we set up strategies to generate media and relationship with the Presidency of the Republic and the Government of the Federal District. In a second moment, I assisted in mapping the main private market players and the actions we intended to take to impact them in order to attract sponsorships and brand reinforcement. Finally, together with other teams, I developed a national survey to map all clubs that operate in parasports, facilitating the allocation of public funds that the committee receives to encourage the development of sports for people with disabilities.

(2021 - 2022) Controller at Monetize Global Business
 At Monetize I worked in the management of management processes and in the design of solutions for clients where I created graphical interfaces for projects, with a focus on UX.
Main project:
intelligent Brasilia
CBCP
In January 2022, Law 14294/2022 was sanctioned, which created the budgetary provision for the operation of the CBCP. With the success of the action, the monetize team was internalized in CBCP.

(2019 - 2022) Freelance
I worked as an interface and user experience designer, webdesigner and layout designer for freelance projects.

(2018 - 2019) Ajax Tech UI/UX jr
I worked in the process of creating desktop and mobile apps. I worked directly with clients in briefings and sprint meetings, developed wireframes and screens for web, desktop and mobile and did the rebranding of the Ajaxtech brand.
Main projects:
Doubter
9 Walls

(2017 - 2018) Hackoaching
I was one of the creators of a Startup called Hackoaching, where I worked with the development of microlocation projects, merchandising strategies, product placement, internal marketing and fundraising. Being present from strategic management to customer contact, the startup was conceived within genoxis.

(2016 - 2018) Genoxis - Graphic Designer
Creating websites, photography, image editing, layout, vector illustration and logos, I was introduced to creation methodologies, project management, and in the processes of attracting clients and contacting partners, I was internalized by Ajaxtech.ologies and processes; Agile methodologies; Low or high fidelity prototype; Elaboration of the user journey; Preparation of surveys and interviews; Elaboration of tests; Preparation of user onboarding; Figma Tools, Hotjar, Mailchimp;

Habilities.
UI design.
UX design.
design thinking.
Vector illustration

photography
photo editing.
lean metodologies
Good Comunication

Idioms.
advanced english
advanced spanish
native portuguese

Most used design softwares
Illustrator Photoshop Figma

Formal Graduation:
UNICeub - Higher Education in Gastronomy.
Courses:
•"UI Boost";
•"Graphic Design - FIAP";
•"Design Thinking - FIAP";
•"Non-scientific Branding Methodology - LnF";
•"Coaching- IBMMaster Coaching"; •"Metaverse in practice";
•"Interface Design from Zero to Advanced";
•"UI with a focus on UX";
•"UX Writing: I want to be a UX Writer, now what?**"**

Studying:

Google UX Design - Google

Successful Negotiations - Michigan University

UI/UX Fundamentals for interface design - USP