

Vitor Hugo da S. Heinzen

Age 27. Born on June 17, 1990 in Brazil.

Currently living at Blumenau/SC, Brazil. Available to travel to USA with a business visitor visa (R – B1/B2) and Canada, having a multiple entry visa.

Portfolio vitorhugojapa.com and dribbble.com/vitorhugojapa

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UX/UI Designer

RESUME

- Solid experience of 10+ years as user interface designer;
- Experience using modern UI design software and prototyping tools such as SketchApp, Keynote, Adobe Photoshop and Xd, Invision App and colaborative environment software such as Github, Abstract and Zeplin.io;
- Know-how to design and develop using HTML5, CSS3 and PHP;
- Passionate about designing WordPress themes and mobile user interfaces;
- Strong sense of responsibility and competence to handle tight project deadlines.

Work experience

SEPTEMBER 2017 → CURRENT

Product Designer at Hi Platform.

SAAS company resulted by the association between Seekr and Direct Talk. Hi Platform is one of the biggest software companies about customer service, social media monitoring and chat bots in Brazil.

RESPONSABILITIES

- Lead the design team (local and remotely);
- To create and extend Hi Platform's design system based on Google's Material Design;
- Establish a colaborative environment between designers and front-end developers;
- To work closely to Product Owners, Managers and Chief Officers of the company;
- Follow-up software documentation to ensure that what is being developed connects with the customer needs and the company's strategy.

AGOSTO 2016 → SETEMBRO 2017

Product Owner at Seekr.

Social media monitoring software startup. A strong point of the business is its Inbound Marketing and sales strategies aligned with product research.

ROLE

- To work close to stakeholders and ensure that what is being developed connects with the customer needs and the business growth strategy;
- Follow-up and report product KPI such as active users, new user rates and NPS;
- To research user needs through calls, visiting, interviews and Google Analytics;
- Provide software documentation along with design and developers team;
- To establish a collaborative and supporting environment between the team members.

Education and training

2013 → 2015

Digital Marketing Specialist – Regional University Foundation of Blumenau.

Main studies: ROI; Social media and on-line relationship marketing; Competitive intelligence and business strategies; Web analytics; Consumer behavior research and analysis.

2009 → 2011

Graphic Design Technologist – Leonardo da Vinci University Center.

Main studies: Design theory; Semiotics and visual structures; Color theory; CGI; Branding; Diagramation; Photography and Marketing.

FEBRUARY 2016 → AUGUST 2016

UX/UI Designer at Seekr.

2013 → 2016

Lead UX/UI Designer at Morphy Digital Group.

2011 → 2013

Owner at Instante Web Agency.

2006 → 2011

Web Designer at 3 digital agencies.

See [linkedin.com/in/vitorhugojava](https://www.linkedin.com/in/vitorhugojava) for more details.

2016

Decoding – C4PPR4 Data Science.

Main studies: Innovation strategies; Big data research and analytics;

2011

SEO Master – Mestre Academy, Agência Mestre.

Main studies: Blog and site content optimization; Tools and practices of an A/B test.

2007 → 2008

Programming logics and JAVA – Blusoft Entra21.