EDUARDO LEVI

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< SKILL HIGHLIGHTS />

• Strong visual sense with the ability to take products from concept to completion

• Solid understanding of web design standards, responsive design, mobile, UI design and UX design in accordance with the principles of user-centred design

• Outstanding ability in implementing design practices to bring significant improvements to efficiency

• Vast international experience receiving and providing training in LA, Buenos Aires and Santiago

• Spoken languages: Portuguese, Spanish and English

• Proficient in HTML, CSS (Less & Sass), Bootstrap, Ionic and Google Materials. Adaptive to new technologies Basics in angular, javascript and php

• Excellent skills in software such as Photoshop, Illustrator, After Effects, Learning 3D modeling on Blender.

• UI design prototyping tools like Adobe XD, Axure RP, Sketch and Figma.
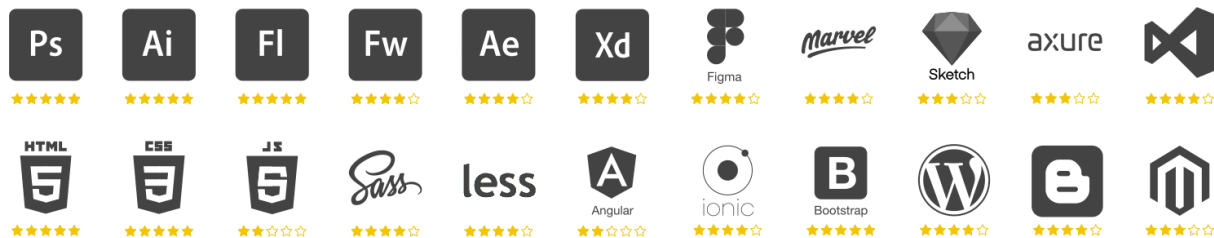
< PROFESSIONAL HISTORY />

Dasa – 2022 a 2022 *Product Designer / Temporary project*

• Led end-to-end product design processes from discovery to delivery, **enhancing the digital experience of apps and websites.**

• Conducted UX design tests and interviews with stakeholders **to ensure the implementation of best practices and appropriate design solutions in the project.**

• Maintained and updated the Design System, **making it easy for every Squad to utilize the UI.**

• Delivered technical handoffs, **contributing to the seamless understanding of component properties, element design structures, and front-end team requirements.**

Web It Out / Olá! – 2008 to 2023 *UX, UI and Front•End Designer*

• Conceptualized UI design Wireframes, Prototypes, programmed Front-End Design, **delivering modern and responsive user-centred applications and websites on multiple devices**

• Conducted UX design tests and interviews with team members and end-users, **empowering the digital experience in apps and websites**

• Originated a variety of graphic, web and digital designs, **showing professional versatility**

• Created logotypes, corporate identity, completed iconography, **generating strong brand value**

• Worked in projects for companies such as: TIM, C&A, Banco Safra, Banco Rendimento, Banco Alpha, Banco Fibra, Footstats, Kontik, SeuContador, and foreign companies like Pokemón(EU), JTC (USA), Adyta (Portugal), Dasa.

HSM Management – 2006 to 2007 *Web Designer*

• HSM Brand Design training attended in Buenos Aires **ensuring the correct application of visual identity on every online and digital design**

• Head of the Event's Portal; **introduced UX Design techniques to improve marketing funnel and attract new prospects**

• Revitalized digital designs **supporting and increasing online sales**

Henkel – 2003 to 2006 *Digital and Web Designer*

• **Successfully implemented Loctite CMS in South America guaranteeing the correct project development in the region within specified deadlines**

• Attended CMS course in Los Angeles **allowing me to provide proper CMS training to local colleagues** in São Paulo, Buenos Aires, and Santiago, **saving time and costs for Henkel**

• Innovated digital and graphic designs, **increasing online mindshare and sales**

< EDUCATION />

Bachelor's degree in **Advertising and Creativity** – 2004 – Mackenzie University, São Paulo - Brazil
Post-Graduation in **Interactive Medias** – 2006 – SENAC, São Paulo - Brazil
Diploma in **International Business** – 2021 – LCC, Vancouver - BC - Canada

< CERTIFICATION AND TRAINING />

• **Blender** – 2021 – Self-taught
• **Design Thinking** – 2019 – IBM Design Thinking Field Guide
• **Adobe CS3** – 2006 – HSM in Buenos Aires, Argentina
• **Adobe After Effects CS5** – 2011 – SENAC
• **Flash** – 2003 – SENAC

- **Film Office (Film making)** – 2003 – SENAC
- **Communication Planning** – 2007 – SENAC
- **Customer Service** – 2015 – ESPM
- **Digital Marketing** – 2011 – Internet Innovation
- **Google Ads Fundamentals** – 2010 – GOOBEC