Contact

contato@filipeperes.com

www.linkedin.com/in/designops
(LinkedIn)

Top Skills

User Experience Design
Figma (Software)
Prototyping

Languages

Inglês (Full Professional)

Certifications

UX Team Summit - Design System
UX Strategy: divergindo e afunilando
ideias
UX Writing
Design Thinking de Serviços
Accessibility for Web Design

Filipe Peres

Senior User Experience Designer | Product Designer
Brasília, Federal District, Brazil

Summary

With over 15 years of experience, I am a Senior User Experience
Designer at Blackhawk Network, a global leader in digital and
physical gift card solutions. I hold a postgraduate degree in UX/UI
Design and a bachelor's degree in Internet Systems, equipping me
with the skills and qualifications necessary to create user-centered
design solutions optimized for various platforms and devices.

My expertise includes creating low and high-fidelity prototypes using
leading tools like Figma, Sketch, and UXPin, and translating them
into interactive experiences with HTML5, CSS3, and JavaScript. I
have extensive experience conducting user research, interpreting
feedback, and turning it into actionable insights, iteratively refining
designs to achieve maximum usability.

Additionally, I collaborate with dynamic global teams and present
design proposals in English to stakeholders, always seeking
to align business strategies with user needs. I am passionate
about Design Thinking and Lean UX, applying these principles
strategically to guide products from discovery to delivery and
continuous improvement.

Experience

Blackhawk Network
Senior User Experience Designer
August 2022 - Present (2 years 10 months)
Brasil

As a UX Designer within a dynamic global team, I specialize in crafting low
and high fidelity prototypes using leading industry tools like Figma, Sketch,
and UXPin. I am adept at translating user feedback into actionable insights,
iteratively refining designs to achieve optimal usability. My role extends to
transforming these designs into interactive experiences by leveraging my
proficiency in HTML5, CSS3, and Javascript. This ensures the delivery of a

final product that not only meets but exceeds the highest standards of usability and user experience.

Tata Consultancy Services
Design System Tech Lead
February 2022 - August 2022 (7 months)
Brasil

As the team lead for a dedicated group of UX/UI Designers and UX Researchers, I've been at the forefront of establishing a robust Mobile Design System from its inception for a prominent pharmaceutical company. This involved crafting compelling presentations delivered in English to stakeholders across LATAM/US. To uphold the system's effectiveness, I introduced and advocated for a Governance Model. Furthermore, I've played a pivotal role in evangelizing the company on various facets of User Experience and the Design Thinking Process.

Veriz Tecnologia
Senior UX/UI Designer
June 2019 - July 2022 (3 years 2 months)
Brasília e Região, Brasil

As a Product Designer and UX/UI Designer, I played a key role in the creation of a highly successful loyalty mobile application, which boasts over 350,000 users. In addition to designing the user interface, I was also involved in front-end development for various web applications, utilizing tools such as Angular, HTML5, CSS3, and Javascript. My work has helped ensure that the final product not only looks great but also functions flawlessly, providing an exceptional user experience.

Geap Autogestão em Saúde
Senior User Experience Designer
April 2019 - June 2019 (3 months)
Brasília e Região, Brasil

As a UX/UI Designer and Front-end Developer, I leveraged my proficiency in HTML, CSS, and ASP.NET to craft exceptional user interfaces, providing a seamless user experience. My role involved developing both low and high-fidelity prototypes, rigorously tested and refined through user meetings and interviews to address pain points. My design approach was anchored in data-driven principles, ensuring that every decision was informed by user data and thorough research.

Mirante Tecnologia
Senior UX Designer
July 2018 - April 2019 (10 months)
Brasília e Região, Brasil

As a UX/UI Designer and Front-end Developer, I leveraged my proficiency in HTML, CSS, and ASP.NET to craft exceptional user interfaces, providing a seamless user experience. My role involved developing both low and high-fidelity prototypes, rigorously tested and refined through user meetings and interviews to address pain points. My design approach was anchored in data-driven principles, ensuring that every decision was informed by user data and thorough research.

Veriz Tecnologia
UX/UI Designer
January 2016 - July 2018 (2 years 7 months)
Brasília e Região, Brasil

I played a key role in creating a mobile application from scratch, which involved designing and developing wireframes, low and high fidelity prototypes, and implementing front-end development using HTML, CSS, Javascript, and Angular. My work ensured that the final product was not only visually appealing but also delivered a seamless user experience. Throughout the project, I focused on creating a robust design that met the needs of our users while aligning with our client's goals and objectives.

CTIS Tecnologia
Web designer
November 2012 - December 2015 (3 years 2 months)
Brasília e Região, Brasil

As an E-commerce Coordinator and Design Lead, I was responsible for selling gift cards both online and in physical stores (POSA). I led a team of designers and customer support analysts to ensure that the gift card program was not only visually appealing but also functioned seamlessly for both customers and employees. My work involved collaborating with cross-functional teams to ensure that the program met the needs of our customers while aligning with our business goals. Throughout the project, I focused on optimizing the customer experience and improving sales performance.

Brasília Mídia
Web Designer
April 2012 - November 2012 (8 months)
Brasília

I've achieved success in both designing and developing website interfaces using HTML and CSS, resulting in the creation of compelling e-commerce platforms and websites.

Escola Nacional de Administração Pública ENAP
Internship in Web Design
November 2009 - January 2011 (1 year 3 months)
Brasília, Distrito Federal, Brasil

In my inaugural professional role, I took charge of content management for the "enap.gov.br" portal, utilizing CMS Joomla! and Moodle to seamlessly deliver engaging and informative materials.

Education

UDF - Centro Universitário
Graduação, Sistemas para internet | Internet Systems · (2008 - 2011)

IESB
Pós-graduação Lato Sensu - Especialização, Banco de Dados com Ênfase em SGBD Oracle · (January 2012 - October 2012)

Faculdade Unyleya
Pós Graduação, User Experience (UX) e User Interface (UI) · (January 2020 - April 2021)