

# Cadu Carvalho

DESIGNER & FRONT-END DEVELOPER

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## Profile summary

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A collaborative and customer focused Designer with more than 2 years of experience in UX and user-friendly design, UX research, prototypes, visual identity development, Figma and Adobe XD, and 14 years building sites and web applications.

## Professional experience

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### UX Engineer

JULY 2018 → PRESENT ELEMENTAR DIGITAL, BRAZIL

- Build prototypes for landing pages and UI systems with Adobe XD and Figma.
- Work with React, Next.JS, Astro and modern CSS /Sass specifications to build user interfaces for landing pages, RESTful API-enabled lead management tools.
- Develop a UI system with shared components, and built visual identities for websites and services.

### UI/UX Designer

JANUARY 2015 → FEBRUARY 2018 INTUIT, BRAZIL

- As a part of the Global Experience Design team, built wireframes and prototypes for QuickBooks ZeroPaper and QuickBooks.
- Partook in user research methods, such as interviews, rapid prototyping sessions, focus groups, forms and user journey discovery.
- Refactored QuickBooks ZeroPaper look-and-feel and style sheets to meet QuickBooks' Design System specifications.
- Created landing pages, e-mail marketings and other digital assets.

### Designer and Partner

JULY 2012 → JANUARY 2015 ZEROPAPER, BRAZIL

- Developed UX/UI for pre-accounting software, with wireframes, Sketch prototypes and HTML, CSS, Javascript and Ruby on Rails.
- Managed with front-end development and landing pages for marketing campaigns.

## Projects

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### SpiceSage – UI, UX

JUNE 2023 → AUGUST 2023

Cooking is more than a chore; it's a way to connect, de-stress, and experiment new flavours. SpiceSage is a mobile app concept, born from research and iterative processes, which empowers beginners and intermediate cooks. It offers recipes and searchable food education to rekindle the joy of cooking.

### Tabs to Clipboard – UI, logo and code

MARCH 2023

Tabs to Clipboard is a handy Chrome and Firefox extension that copies the URLs of all open tabs with just a few clicks. It supports Markdown lists, HTML syntax, multiple quotation marks wrapping, and tab selection.

### Support page for Estante Virtual – UI, UX

JULY 2022 → NOVEMBER 2022

Estante Virtual, the Brazil's largest online marketplace for used books, struggles with delivery complaints. As part of the Aela UX Bootcamp, a new design proposal addresses the most recurring customer problems and revamps the UI and information architecture of the support page content.

### Plau Brandcooker – UI and code

APRIL 2022 → FEBRUARY 2023

Plau is a Brazilian type foundry and branding studio, which demanded a simple tool to aid their branding workshops. Brandcooker [brandcooker.plau.design] became a responsive briefing generator which relies on brand archetypes and a tiny library to create new random challenges for logo designers.

### Pacaembu – UI and code

APRIL 2020 → SEPTEMBER 2020

Naípe Type Foundry requested a website for Pacaembu, a neo grotesque font family inspired by Brazilian soccer legacy. Adobe XD was used for prototyping, and React, HTML and CSS were used to build the live interface. Pacaembu site [pacaembu.naípe.xyz] achieved a Most Loved award in One Page Love gallery.

## Skills

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🔍 UX research, user journeys, personas and design thinking process

🗣️ Conducting surveys, remote and presentational interviews with users

📱 UI for responsive web and apps

👥 Rapid prototyping sessions with users and focus groups

🛠️ Interactive pixel-perfect prototypes and wireframing with modern tools

🎨 Design systems and brand visual identity

📄 HTML 5, CSS 3, Sass, Javascript, Typescript, React and Next.js

🖨️ Typeface development for web and printing media

## Education

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### 🔪 BrainStation

User Experience Design Course

JUNE 2023 → AUGUST 2023

### 🔪 Aela Academy

UX Design Bootcamp

OCTOBER 2021 → ONGOING

### 🎓 University of Brasilia

Bachelor of Design

BRASÍLIA – JULY 2004 → JUNE 2009

## Certificates

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### 🔪 User Experience Design

BrainStation Toronto

AUGUST 2023

### 🔪 UX Research: Methods and Best Practices

Interaction Design Foundation

JULY 2022