



# Alexandre Fracazo

Lead Product Designer

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## Skills

**User experience (UX) research**  
Proficiency in task analysis and observation to discover the behaviors, motivations and needs of users

**User interface (UI) design**  
High skilled in designing for computers, home appliances, mobile devices, and other electronic devices, with the focus on maximizing usability and the user experience.

**Coding capabilities**  
Advanced frontend (web) development

**Latest Design & Prototyping Tools**  
Full proficiency with Sketch App / Figma / Framer / Principle / After Effects

**Adobe Creative Suite**  
Full proficiency with the Adobe Creative Suite

## Education

**Master's Degree - Interaction Design**  
Faber-Ludens Institute for Interaction Design, Brazil  
2010-2012

**Bachelor's Degree of Graphic Design - Diploma**  
Universidade Norte do Paraná, Brazil  
2001-2005

## Additional information

**Advance Your Skills as a User Experience Researcher**  
Linkedin Education, 2018

**Design Thinking: Implementing the Process**  
Linkedin Education, 2018

**Leading without Formal Authority**  
Linkedin Education, 2018


**Design Thinking: Lead Change in Your Organization**  
Linkedin Education, 2018

**User Experience Design - Course**  
General Assembly - Sydney/Australia, 2015

**Mobile Site Design**  
Focus on responsive web for mobile commerce  
Learn with Google - Sao Paulo/Brazil 2014

**Information Architecture - Course**  
Jump Education, Brazil 2009

**Agile Training Fundamentals - Course**  
Project Management Fundamental School, Brazil 2009

 **Permanent unrestricted work rights in Australia**  
Australian Permanent Resident

Digital product designer with 10+ years of experience. Graphic designer background. Worked as a frontend (UI) engineer before transitioning to digital product designer. Focused on finding the right user needs and enhance user experience and iterating on the best ideas to build great products.

## Work experiences

### ARQ Group & Outware Mobile

Team Lead + Lead Product Designer UX/UI (4 years)

 Sydney / Australia

Arq group is an digital agency that design and develop user experiences that reach customers wherever they are. From mobile apps to smartwatches and wearables, to voice experiences, as well as augmented and virtual reality.

Hired as the senior UX/UI product designer and promoted to team lead + lead product designer, I've had success designing and delivering digital products across web, native mobile and wearables for multiple clients, including leading Australians brands like Qantas/Woolworths Group/NAB/ Telstra/Isentia/Australia Government.

- Led the product design client engagement for multiple Australian brands. Designed and builded systems and products that scales and reach millions of users
- Self initiated programs for the design team, such as: Skill Sharing and Mappings Skills across Product Design disciplines, improving design maturity and team engagement
- Implemented a new hiring and people processes that increased talent acquisition and retention

### Vodafone

Senior Product Designer (1 year)

 Sydney / Australia

Vodafone is an Australian telecommunications company providing mobile and fixed broadband services.

I was leading the UX/UI design at the self- service team, our goal was to design for the needs, wants and goals of Vodafone customers. Combining user needs with business requirements and technical capabilities I was able to create delightful solutions applying user-centred design approach for multiple channels services(web apps/responsive web/native apps).

- Implemented a new routine for user research & user testing rituals that increased purpose/usability/value on multiple Vodafone products
- Prototype designs and showcased every 2 weeks at the sprint review ceremony for stakeholders/product owners and the development team

### B2W Digital

Senior Product Designer UX/UI (1 year, 8 months)

 Rio de Janeiro / Brazil

B2W is LATAMs biggest e-commerce company.

I joined B2W to redesign their multiple online store brands and make it mobile friendly, designed a responsive web white-label for e-commerce, relevant and personalised user experience focused in conversion rates that support multiple online stores brands. Led the product design experience in a small and agile team responsible for build the native iOS and Android apps for mobile and tablets.

- Designed a responsive web white-label focused in e-commerce
- Led ideation, design and marketing of new iOS apps, Android apps and mobile websites
- Integrated usability research and market analysis into the product process to enhance user experience
- Led initiatives like the creation of an internal design system that improved team's productivity and efficiency bringing design consistency across the 3 branded apps

### Bem Direto

Product Designer UX/UI (1 year)

 Rio de Janeiro / Brazil

BemDireto is a software as a service (SAAS). Was created to be the first Brazilian marketplace for Real Estate agents, providing the best set of professional tools and Lead Acquisition of home buyers that match their listings.

Joined as the first designer in the team, I was in charge to design the entire user experience architecture for the application and also the visual design for web and native apps platforms.

- Biggest impact: designed the entire experience from scratch for the first marketplace for Real Estate agents in Brazil
- Designed and validated user-flow for web and platforms such as web and native apps (iOS & Android)
- Implemented A/B test measuring core actions against key metrics - click-through/conversion

### Smartia

User Interface Designer (1 year)

 Rio de Janeiro / Brazil

Smartia was the first car insurance quotes comparison in Brazil; users can compare, choose and purchase insurance online.

I've participated in the product strategy decisions for the user experience; I've designed visuals for the website and native mobile apps. With expertise in both design and coding practices, I was also involved in defining the design process and the operability between the Product/Design and Engineering teams.

- Designed the first car insurance quotes comparison in Brazil
- Designed and tested interactive prototypes for a quote comparison website
- Created native iOS/Android apps concepts design

### Artia

Front-end Designer (1 year, 10 months)

 Santa Catarina / Brazil

Artia is a software as a service product for project management focused on companies and individuals, a product of Euax company that provides management consulting to help organizations deliver critical projects successfully.

I was the first designer that joined an agile and multidisciplinary team, I was responsible for designing user interface design of the software from scratch, also implemented using HamI, Saas with Ruby on Rails and jQuery among other technologies.

- Biggest impact: designed and tested the first UI version for the product
- Implemented my own design writing code using HamI and Saas

### Sitevip Digital Agency

Web Designer (4 year, 9 months)

 Mato Grosso / Brazil

Designed websites, created Flash animations for websites and web banners in fast paced agency. Frontend coder HTML+CSS+JQUERY

- Wireframing web page layouts.
- Design and animated using Flash software.
- Visual design and front-end code for multiple websites.
- Produced high quality work under tight deadlines.
- Art directed all kind of websites.
- Information Architecture.