Pedro Thairan Alves Faria

Product Designer
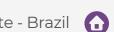
[in] LinkedIn   🌐 Portfolio

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Belo Horizonte - Brazil 🏠

I do design focused on the user, going through discovery, using quantitative and qualitative research, building navigation flows and the entire information architecture.

I use Figma as a tool to create wireframes, medium / high fidelity prototypes and design systems with a strong focus on visual design, following the best usability practices, heuristics and web and mobile navigation standards.

I apply usability tests measuring user interaction with the product and also measuring results using metrics, balancing business and user needs.

TECHNICAL KNOWLEDGE

UX / UI

- Design System
- Medium and high fidelity prototype
- Visual Design
- Information Architecture
- Figma
- Quantitative and qualitative research
- Discovery
- Design metrics
- Usability tests
- Wireframe

TOOLS

- Mind maps
- Navigation flow
- Journey map
- Personas

AUXILIARY TOOLS

- Clickup
- Notion
- Miro

PROFESSIONAL EXPERIENCE

Product Designer
Qesh Payments - Nova Lima, MG
October 2021 - Current

- I design user-focused web and apps, from discovery, using quantitative and qualitative research, building navigation flows and the entire information architecture, using Figma as a tool to create medium and high fidelity wireframes and prototypes.

- I manage and optimize design processes leading the team.

- I created and now I update the current Design System.

- I optimize internal processes by creating systems that meet the needs of different sectors such as compliance and finance.

- I created projects for clients like MasterCard and Galera.bet.

ACADEMIC EDUCATION

Specialization in Product Management

Faculdade Descomplica
February 2023 - Current (Expected conclusion: December 2023)

Bachelor of Graphic Design

University of the State of Minas Gerais
2016 - 2022

LANGUAGES

English

Proficient

French

intermediate

Portuguese

Native