

## **Raisny Fernandes - Senior Product Designer**

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### **About**

I'm a Brazilian Product Designer / User experience designer with over 11 years experience. I have a Bachelor's Degree in Graphic Design - University of the State of Minas Gerais/Brazil - (UEMG) and strong capabilities in the development and implementation of successful user experiences with the products, I assisted in improving, updating or designing.

### **Skills**

- Taking ownership of one or more parts of the user experience: mapping user journeys and designing interactions and interfaces.
- Designing language (including design rules, pixel perfect mockups, prototypes) that fosters a delightful user experience.
- Participating in user experience research and usability studies
- Participating in regular design reviews and other team-wide design efforts.

### **Experiences**

#### **Maxmilhas**

Senior Product Designer – Dez 2020 – Sep 2023

Product Designer – Mar 2020 – Dez 2020

MaxMilhas mediates transactions, allowing people across Brazil to select economic packages and join with a variety of mileage programs.

#### **DTI Digital**

Product Designer– Jan 2018 – Feb 2020

DTI is a digital transformation and technology company.

- Leading design efforts for new features across all platforms
- Develop user personas, wireframes, and mockups.
- Assist with usability testing and initiate design reviews.
- Collaborate closely with the development team to effectively.

#### **Construct App**

Product Designer– Aug 2016 – Apr 2017

Construct is a mobile and web app that helps construction companies increase efficiency by centralizing information, communication in the job site.

- Improving the extensibility of product design to accommodate new features
- Evaluating current product features and identifying opportunities for usability improvements
- Leading design efforts for new features across all platforms

### **Packdocs**

Co-Founder | Product Designer – Dec 2014 - Sep 2016

Packdocs is a collaboration tools to manage contents projects and lets teams to deliver content in beautiful and trackable boards.

- Assist detailing features, requirements, and copywriting
- Develop user personas, wireframes, and mockups.
- Lead and produce excellent interface layouts and interface designs that reflect our brand and empower user to easily and effectively
- Implement CSS and HTML markup
- Assist with usability testing and initiate design reviews.
- Collaborate closely with development team to effectively.

### **Robotics Day**

Product Designer– Mar 2015 - Apr 2015

The Robotics Day was a non-profit three day event with the objective of bring Robotics to the society and encourage children to study engineer.

### **Netbee**

UX Designer – Jun 2014 - Sep 2014

Netbee created a totally decentralized internet-independent network using the true IoT concept and intelligence to transmit relevant data. The solution already allows the localization of stolen vehicles and the analysis of how drivers behave.

- Development user personas, wireframes, and mockups.
- UI Design
- Product Design
- Strategy

### **Dito**

UX Designer – May 2012 - Nov 2013

Dito Internet is a technology company that offers an online platform to help companies identify the profile of consumers from demographic, social, and online behavior data in order to target retention marketing.

- Improving the extensibility of product design to accommodate new features
- Implement CSS and HTML markup
- Strategy
- Assist with usability testing and initiate design reviews.
- Collaborate closely with the development team to effectively.