# Aloysio França

UX/UI Designer

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## SUMMARY

I have a 18-year track record of experience in design, with the last 7 years specifically devoted to digital product design and UX/UI Design.

My goal is to apply design principles and methodologies to deliver amazing user experiences and, consequently, drive business growth.

**My key competencies include:** creating user interaction flows, designing user interface prototypes and wireframes, conducting user research, performing usability testing, and leading product discovery.

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## PROFESSIONAL EXPERIENCE

**BairesDev** - UX/UI Designer | 11/2023 - Present

DLA Piper - 11/2023 - 03/2024

- I was part of the team responsible for developing an AI system targeted for the legal market. My approach involved facilitating collaborative design processes with stakeholders and emphasizing clear communication both within departments and with the client;

- My primary responsibilities included designing user interaction flows and navigable high-fidelity prototypes, creating styles and components for the MVP, and ensuring standardization, visual consistency, and development scalability;

- I provided specifications for all workflows, component behaviors, and conditional situations. Additionally, I gathered all relevant information into a dedicated handoff environment. I also provided the assets, including icons and animations, to ensure that the front-end developers had all of the resources they needed to complete their work efficiently.

**MOL** - UX Designer | 03/2018 - 06/2023

- I was responsible for overseeing the entire design process, from the product discovery phase to the delivery of tested and validated interfaces.

- I conducted workshops with stakeholders, fostering a co-creation environment that valued both the team's divergent ideas and user needs. User research was a routine activity.

- I established and monitored product metrics, considering the business context. I worked with various personas, spanning the B2C, B2B, and B2G segments.

- I utilized tools such as Figma, Hotjar, Jira, Airtable, Miro, Illustrator, and Photoshop. I also performed front-end interface development for specific projects, using languages like HTML, CSS, JavaScript, and frameworks as needed.

**Jéssica Lopes Calçados** - Owner Partner | 05/2017 - 03/2018

I was responsible for the development of Jéssica Lopes Calçados' first e-commerce platform, from the interface design to product catalog setup. Additionally, I handled sales management and inventory control. I was also responsible for creating artwork and content for social media.

**Schawk!** - Graphic Designer | 09/2012 - 02/2017

I worked alongside the marketing team in the development of branding, packaging design, and visual communication. Additionally, I was responsible for typesetting texts and adapting layouts to ensure the feasibility of graphic printing. I had the opportunity to serve renowned companies such as Unilever, Walmart, Kimberly-Clark, Diageo, among others.

**MSX International Brasil** - UI Designer | 03/2011 - 04/2012

I worked on the development of user flows and interface design for Learning Management System platforms and e-learning solutions. I was involved in prototyping and design validation with stakeholders and users. Additionally, I worked as a web developer for web assets. The main client I served was Nissan.

**Emibra Embalagens** - Graphic/Packaging Designer | 06/2008 - 03/2011

Creation of artwork for packaging. Pre-press, image editing, and execution of proofs based on the perspective of the finished product. I served companies such as Johnson & Johnson, Boehringer Ingelheim, Medley, among others.

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## GRADUATION

**Centro Universitário Belas Artes de São Paulo**

Design and Business Management - Postgraduate | 2022 - 2023

**Universidade de Mogi das Cruzes**

Graphic Design - Technologist | 2006 - 2008

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## CERTIFICATES

- **Enterprise Design Thinking Practitioner** - IBM ([Credentials](#))
- **UX Management: Strategy and Tactics** - Interaction Design Foundation ([Credentials](#))
- **Interaction Design for Usability** - Interaction Design Foundation ([Credentials](#))
- **Creativity: Methods to Design Better Products and Services** - Interaction Design Foundation ([Credentials](#))
- **Foundations of User Experience (UX) Design** - Google ([Credentials](#))
- **Complete Modern Web Course with JavaScript** - Cod3r Cursos Online ([Credentials](#))
- **Art Direction** - Centro Universitário Belas Artes de São Paulo