



Emerson Goya

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Summary

Senior UX/ UI designer with EU citizenship, self-motivated, with high-level skills acquired in over 19 years of work. I like going ahead and doing things. Completing the activities and seeing the results is what motivates me to work hard. I like to talk to people, understand their pains, research, and propose solutions that facilitate their journey.

Organized with leadership capacity and project management focused on results. Excellent reputation for resolving problems and organizing work routines, improving customer satisfaction, and conducting project improvements. Proven knowledge in service design, UX research, and user-centered design, use of the Design Thinking methodology to identify consumers' needs and desires, deliver what the user wants and make the service/ product more profitable.

Skills

Main knowledge:

Ability to conduct dynamics and co-creation workshops. Mastery of qualitative techniques of research for evaluation of digital products, metrics analysis, information architecture, Scrum methodology, and Kanban. Adobe XD, Axure, Figma, Photoshop, Illustrator, and MS Office. Additional knowledge: object-oriented programming, HTML, CSS, JavaScript, jQuery, Bootstrap, PHP, classic ASP, MS-SQL, and MySQL.

Domain techniques:

Creative process based on Double Diamond, user interview, personas creation, empathy map, user journey construction, screen flow, card sorting, wireframes, prototyping, usability testing, A/B testing, and heuristic analysis.

- **Leadership** - as Team Leader, developed skills for organizing teams and distributing activities, delivering in 4 months of a mobile app, resulting in the rapid capture of more resources and new investors.
- **Active listening** - as a designer I am habituated to listening to the person's problems and understanding their situation to create the user's journey. Seek to put me in their place (empathy) to try and understand the problem and thus design a solution, test if it works, to put into production only then.
- **Communication skills** - developed this ability through oratory courses, teaching for more than 16 years as a university professor, project presentations for clients, and giving lectures at congresses.
- **User experience/ user interface Designer** – the experience of over 15 years of activity and a few years teaching in the university design course. Also got front-end programmer skills, gained from early-career systems analyst experience.

Work Experience

Avenue Code, Sao Paulo, Brazil

Senior UX designer

10/2021 – present

I work for the client Braskem, a Brazilian petrochemical company. I am responsible for reviewing the client's Design Framework and proposing improvements in this method of producing digital products. I'm also working on creating a method based on Design Thinking to produce educational training.

My responsibilities as UX designer, in addition to improving the methodology used in the client, is also to train the team during the facilitation process, so that they lead the co-creation sessions and develop new digital products.

Prudential of Brazil, Sao Paulo, Brazil

Senior Product Designer / UI designer

10/2020 – 10/2021

I worked taking care of the improvements in user experience in the individual life insurance product for the partners: Itaú Personalidade Bank, Itaú Uniclass Bank, XP Investments, and BTG Bank.

My main responsibility as a UX Designer was to understand users' needs, behaviors, and pains, translating them into practical information and insights that facilitate the users' journey and mainly increase the financial resources of the product for the company.

Rendimento Bank, Sao Paulo, Brazil

Senior Product Designer / UI designer

01/2020 – 10/2020

During the period that I worked on the digital innovation project of the foreign exchange platform, I had the responsibility to implement improvements in the products: international transfer, sale of paper money, and Visa travel cards.

- **I identified through surveys and interviews**, that customers were looking for an additional incentive to carry out their international transfer transactions, many cited interest in the use of discount coupons and recommendation coupons (the latter was offered only to YouTubers and bloggers). So, I designed and tested a new feature to allow coupon usage on the platform, which resulted in a considerable increase in traffic and transactions. **Allowing the company to profit 13% more than the previous year's same period.** Remembering that this happened in the middle of the pandemic of COVID-19.

Goya Solution, Mantova, Italy

Owner, Consulting in UX design / UI design

01/2019 - 12/2019

In this experience, I was able to put my entrepreneurial skills into practice. Where I worked as a consultant, developing user experience and user interface projects in apps, websites, eCommerce, and websites customization for SEO and SEM.

Among the projects I worked on, I can highlight two:

- **Wher app:** I worked as a UX designer at the launch of the second release. In this project, I designed the entire experience of the app from end to end. Benchmarking, interviews, and research with users to understand pains and needs, creating personas, empathy map, user journey, screen flow, wireframes, and prototypes.
- **Birra Virgilius website and eCommerce:** I worked as a Developer and UI designer, where I designed and built all the elements of the interface from end to end and photographed all the beer images used on the website and eCommerce for the Birra Virgilius craft brewery.

Goya Solution, Sao Paulo, Brazil

Owner, Consulting in UX design / UI design

01/2002 - 12/2018

My daily work with the team is about planning, user-centered design, user journey, creating personas, map flow, user flow, sketching by hand, b wireframe, prototyping, and developing code for apps and websites. Excellent communication skills and persuasive in dealing with cross-functional teams, managing multiple projects using agile methodology, always focusing on the results and needs of customers.

- Experience interacting, speaking in public, presenting, defend ideas and concepts. My 16 years as a university professor and my training in oratory allow me to communicate objectively, improving the customer and partner experience. Ability to conduct meetings with multifunctional teams to provide creative guidance and project design.
- As a team leader, I have excellent communication and persuasive skills when dealing with cross-functional teams, managing multiple projects using agile methodology, and focusing on customer outcomes and needs.

Uninove University, Sao Paulo, Brazil

University Professor - Bachelor's Degree in Design

08/2002 - 12/2018

Member of the Structuring Educational Centre of the Graduate Course in Design, responsible for the implementation and restructuring of the pedagogical project. I designed the Discipline of Web Programming and Digital Project (UX Research) in the Digital Design module, making students more qualified for the User Experience and User Interface areas.

- With this refurbishment of the Digital Design module or course has become more competitive. Increasing the acquisition of new students by about 30%, making it the largest design course in Brazil in student numbers.

Start-up OnAir, Sao Paulo, Brazil

Team Leader

07/2017 - 12/2017

Highly organized professional with leadership and project management skills as a team leader can manage cross-functional teams, can organize teams, identify, and solve problems.

- To resolve the relationship between design/programming teams and deliver the application on time, I created moments of interaction between teams that improved their interpersonal relationships by facilitating the progress of the work.
- To organize teams, distribute, and track tasks, I applied a combination of Scrum and Kanban, so that teams had some freedom of self-management but with monitoring to keep up with the evolution of the app. With this implementation, we were able to deliver the project on time, with a lot of work and some overtime.

Education

Master's degree in Digital Design, Pontifical Catholic University of Sao Paulo, Sao Paulo, Brazil.

Postgraduate in Training for Teachers for Higher, Education, Uninove University, Sao Paulo, Brazil.

Postgraduate in Information Technology - Internet, Mackenzie University, Sao Paulo, Brazil.

Bachelor's Degree in Industrial Product Design, Mackenzie University, Sao Paulo, Brazil.

Languages

• English– advanced(b2)

• Italian – advanced(b2)

• Portuguese– Native speaker