

# Felipe Vasques da Cunha

Product Designer | UX/UI Specialist

## Contact

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## Summary

Dedicated UX/UI Specialist with 15+ years of experience and a strong background in creating intuitive user interfaces and enhancing user experiences. Proven ability to collaborate with product teams to align designs with brand identity. Skilled in developing wireframes, prototypes, and comprehensive design documentation. Committed to improving usability and ensuring design accuracy through rigorous testing.

## Skills

- **User Research:** Interviews, Surveys, Usability Testing, Userbit
- **Wireframing / Prototyping/ Flowcharts:** Figma, Sketch, Adobe XD
- **Visual Design:** Adobe Photoshop, Illustrator (Adobe Creative Suite)
- **Interaction Design**
- **Design Systems**
- **Front-end Development:** HTML, CSS, JavaScript (Nuxt), Tailwind
- **Collaboration:** Agile, Scrum, Monday, Discord
- **Brand Alignment & Consistency**

## Experience

### Gaudium

Product Design

Apr 2022 - Present

Rio de Janeiro - Brazil

- Led competitor and user research initiatives to inform design decisions and enhance usability.
- Collaborated with the Product Owner to define success metrics and project goals.
- Developed wireframes, prototypes, and user flows, validating designs through user feedback sessions.
- Designed functional and visually consistent interfaces aligned with brand identity.
- Delivered detailed design handoffs to developers and ensured smooth implementation.

- Managed and updated the design system to maintain consistency and efficiency.
  - Performed QA testing to verify design accuracy post-implementation.
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### **Job Space Creative**

UX/UI Designer

Jun 2021 - Mar 2022

Curitiba, Paraná, Brazil

- Conducted competitor research to identify market trends and opportunities.
  - Designed conversion-focused landing pages to increase user engagement.
  - Developed responsive corporate websites and user-friendly e-commerce interfaces.
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### **HCor**

Graphic and Digital Designer

Sept 2020 - May 2021

São Paulo, Brazil

- Designed campaign-specific landing pages and marketing materials for digital and print media.
  - Created social media layouts aligned with brand identity.
  - Developed 3D mockups for presentations and campaigns.
  - Designed newsletters and HTML emails for consistent messaging.
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### **Dentsply Sirona**

Graphic and Interface Designer

Oct 2017 - Aug 2020

São Paulo, Brazil

- Led packaging design process from concept to finalization, ensuring brand consistency.
  - Managed 3D mockups for presentations and marketing campaigns.
  - Developed a UX-optimized product image repository to streamline asset navigation and usage.
  - Designed social media assets and newsletters, maintaining visual coherence.
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### **Earlier Experience**

- Developed brand identities, websites, and marketing materials for corporate and government clients.
- Applied graphic and interface design skills to create engaging visual content.

# Education

## **Catholic University of Santos**

Bachelor's in Advertising  
2006 - 2009

Developed a foundation in communication, advertising, and marketing.

# Certifications and Specializations

## **LinkedIn**

Design Thinking: Testing and Refining  
Mar 2025

Enhanced skills in iterative testing and refining designs based on user feedback.

## **LinkedIn**

Design Thinking  
Mar 2025

Gained expertise in user-centered design methodologies, including empathy, ideation, and prototyping.

## **Design Circuit**

UX Design Certification  
2022

Strengthened product and interface design skills for the tech industry.

## **Origamid**

Multiple Certifications in UI Design, UX Heuristics, Front-end Development, and JavaScript  
2020

Enhanced expertise in interface design, usability, and coding.

## **Panamericana**

Specialization in Graphic Design and Motion  
2012 - 2015

Refined technical and creative skills to craft visually compelling designs.