Julio Ferracini

PRODUCT DESIGNER - UX / UI

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Interaction Design Foundation - Membership
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Profile

Committed, tenacious, and well-accomplished User Experience and User Interface designer with 9+ years of extensive experience in designing online and mobile interfaces for users. As a detail-oriented individual with a passion for excellence, I am adept at listening to customer needs after analyzing and implementing the best-engineered solution.

Work Experience

Senior UI / UX Designer   CCEE
2012 – currently   Brazil
Company of technology and utilities for the Brazilian electric sector. I work as Senior UX and UI Designer managing configurations linked to my core activities.
• User Interface (UI) and User Experience (UX) leadership for web and mobile applications (iOS, Android, Mobile Web) - focus on 5-star satisfaction
• Conduct moderate testing and research through interviews and workshops with focus on usability
• Outlines and wireframes for teams of software architects, developers, introducing new tools to enable effective online collaboration

User Experience Consultant   TwoPlugs
08/2018 - currently (remote)   Canada
TwoPlugs is a service market where users buy and sell services without money.
• Driving and maintenance of minimalist design focused on promoting an experience that helps users achieve their goals

UX & Visual Designer Consultant   GSF Fiscal
2016 – 2017   Brazil
Leaded UX and IA for GSF's new launch in a fast-paced agile environment. Branding, design concept, Front-end (Wordpress).
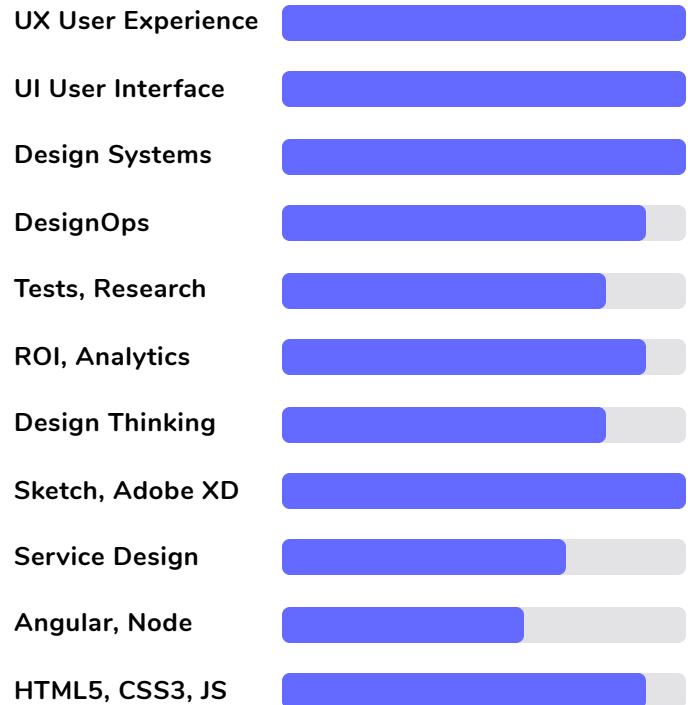
Visual Designer   CCEE
2007 – 2012   Brazil
Successfully provided the company web graphic design, advertising and marketing, and web designs.

UX Developer   _Avalanche São Paulo_
2008 – 2010   Brazil and Netherlands
Realization of the digital reformulation of the agency oriented to Innovation, creativity and customer experience

Skills

UX User Experience
UI User Interface
Design Systems
DesignOps
Tests, Research
ROI, Analytics
Design Thinking
Sketch, Adobe XD
Service Design
Angular, Node
HTML5, CSS3, JS

Education

Bachelor of Advertising   Social Communication
Universidade Municipal de São Caetano do Sul
2005 – 2008
Learning orientation
Graphic and Digital Design • Art direction • Publicity creation • Psychology Applied to Communication • Marketing • Statistics • Customer research • Branding

Branding   Business, Management, Marketing
HSM Educação + Grupo Troiano   2011 – 2012
Specializing in marketing and design professionals, the course promotes immersion in branding concepts and tools.

Languages

Portuguese   Native

English   Business English

to innovation, creativity and customer experience

UI Designer
Grupo Jovem Pan (Comunication Group)
2005 – 2005
I supported the maintenance of the digital channels of the large radio group Jovem Pan with the construction of style guides for online advertising

UX/UI Designer   *Inteligenzia.NET*
2003 – 2005   Brazil
I have worked with project teams to create user-friendly and appealing application interfaces and websites for e-learning, e-commerce and live video (streaming).

Graphic Designer   *Imagem Brasil Comunicação*
2001 – 2003   Brazil
Only Branding and Graphic Design

Projects

Mobile app CCEE - case
https://vimeo.com/240037417
2017 - 2018
First mobile application of the company. I conducted the work of UX and UI, accomplished through discovery workshops like Design Thinking and User Journeys. The objective of customer satisfaction was achieved and today the company has a 5-star application in stores after 1 year of its launch.

GSF Fiscal   Mobile and Branding
08/2016
Digital product focused on simple tax solutions to complex business problems. I was responsible for the UX definitions of the application and support the branding focused on obtaining strategic support from which we have succeeded in achieving great partners, the main being Oracle Corporation.

Cockpit - Integrated digital platform
Systems Architecture
2017 – 2018   Design System
The proposition of a new digital platform of control of independent modules and microservices using Angular and Material besides a robust Technological Stack (IBM BPM, Oracle, Docker, Jira, Rancher). I work as a leader of a team of UX / UI designers so they can act with autonomy and creativity. The creation of the Design System (Sketch Library) has raised the quality of the prototyping process and specification for Frontend. In addition, there was the establishment of a configuration management process (GIT) for the development templates.

Courses

Gestalt Psychology and Web Design: The Ultimate Guide
Interaction Design Foundation
in progress

Art Direction & Design   DRC Treinamentos
2010

After Effects Advanced   DRC Treinamentos
2011

Web Design   SENAI
2001

Awards

Best Publicity Film   2009 EXPOCOM Award
2009
intercom.org.br/papers/nacionais/2009/lista_area_PP07.htm
Exhibition of Experimental Research in Communication - National and Regional