



# Julio Ferracini

Product Designer . UX & UI . Interaction  
Sao Paulo, Brazil

## Work Experience

### Product Designer & UX / UI Specialist CCEE

2012 - present (Permanent) SP, Brazil

We are engaged in a restructuring plan for 5 digital products in the Brazilian energy sector. From conducting UX Research, Design Thinking, and running the DesignOps process to Squad Management Designers operating on agile teams. Our goal is to raise customer satisfaction today by 85%.

### UX / UI Designer CCEE

2007 – 2012 (Permanent) SP, Brazil

I migrated within the company to a new role, to focus on Product Design. My evolution was a result of the establishment of User Journeys processes, Design Systems (UI), successfully guiding the whole methodology to give greater emphasis to usability in digital products.

### UX / UI Designer TwoPlugs

08/2018 - present (Remote Consultant) Toronto, ON, Canada  
Conducting UX and UI processes. Review of the prototyping process to support remote agile teams by focusing the product online, increasing potential sales in a virtual application currency.

### Product Designer & UX / UI GSF Fiscal

2016 – 2017 (Consultant) SP, Brazil

In this short-term work, I designed the concept of branding based on qualitative research. I focused on successfully enhancing strategic partnerships with key players in the IT market - Oracle, IBM.

### Digital Designer Avalanche São Paulo / Amsterdam

2008 - 2010 (Consultant) Brazil and Netherlands

A digital reformulation of the agency's digital platforms focused on innovation, creativity and customer experience. I applied my skills with animation, navigable prototypes in HTML code, CSS, JS and Style Guides.

## Education

### Branding Specialisation Strategic Design

HSM Academy + Grupo Troiano 2011 – 2012

### Bachelor's Degree In Advertising Social Communication

USCS 2005 – 2009

## Contact

✉ [jferracini@yahoo.com.br](mailto:jferracini@yahoo.com.br)

☎ +55 11 99594 6740

📄 <http://julioferracini.net>

[linkedin.com/in/julioferracini/](https://www.linkedin.com/in/julioferracini/)

## Skills

### Design

UX & UI Design • Illustration & Graphics • Wireframes & Mockups • Motion Graphics • Style Guides & Pattern Library • Design System

### Prototyping

Sketch • Adobe CS • Figma • Rapid prototyping using Marvel and Invision  
• Interactive flow with HTML, CSS, JS  
• Interaction & animation using After Effects, Anima • Frameworks Bootstrap, Angular Material

### Research

Usability Test • User interview • Qualitative and quantitative research  
• Data analysis using Hotjar, GA, Loop11 • Personas, Archetypes • A/B Testing & Experiment

### Collaboration (co-design)

Workshops (Design Thinking) • Admin UX Forums • Facilitating design critique

## Soft Skills

Analysis, Observation, Innovation, Experimenting, Design, Creativity, Adaptability, Teamwork, Empathy, Cultural intelligence

## Languages

Portuguese Native speaker

English Advanced

Spanish Basic

## Featured Projects

### **Console - Integrated digital platform - energy sector Product Design for a new Systems Architecture**

2018 – 2019 DesignOps / Design System

Integrated experience. 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, Continuous Integration (CI), Web services, Rancher). Creation of the Design System (Sketch Library) increased by more than 50% the productivity of the Design team in addition to the quality established in the prototyping process and specification for the Front-end.

### **Mobile app CCEE**

#### **Mobile Application with Design Thinking**

2017 - 2018 <https://vimeo.com/240037417>

We have a five star app! First mobile application of the company. I did the work of UX and UI through workshops like Design Thinking. With ideas tested, we create high fidelity prototypes. The goal of customer satisfaction has been achieved and today the Android and IOS application.

### **GSF Fiscal - application and branding**

#### **Strategic UX/UI and Branding for Partnerships**

2016 <http://gsffiscal.com.br>

Start-up with a digital product focused on simple tax solutions to complex business problems. I was responsible for the UX and UI definitions of the application and support for the brand focused on obtaining strategic support from which we were able to win great partners, the main being Oracle Corporation.

## Courses And Certificates

### **Human-Computer Interaction**

The Interaction Design

Foundation

2019

### **Gestalt Psychology and Web**

**Design**

The Interaction Design

Foundation

2018

### **UX Design - The Beginners**

**Guide**

The Interaction Design

Foundation

2018