



My name is **Julio Ferracini**

UX / UI Designer

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Santo André, São Paulo, Brazil

Skills

User Experience



UI - User Interface



Design Thinking



Design Systems



Tests, Research



ROI, Analytics



Sketch, Adobe XD



Angular, Node, Gulp



HTML5, CSS3, JS



Service Design



Work Experience

Senior UI / UX Designer CCEE (Chamber of Electric Energy Commercialization)

2012 – currently São Paulo e Região, Brasil

I work as Senior UX and UI Designer leading definitions linked to my main activities.

- Lead User Interface & Experience designer for web and mobile application (iOS, Android, Mobile Web)
- Supported design implementation for development team via CSS and HTML coding
- Conducted user research through interviews and usability testing before and after the re-design
- Developed user personas and scenarios in order to enhance functionality and usability for key audiences
- Produced style guides and web/CSS/interaction specification sheets for engineers
- Developed sketches and wireframes for developer teams, introducing new tools to enable effective online collaboration.

Branding and Visual Designer (freelancer) GSF Soluções Tecnológicas - GSF FISCAL

2016 – 2017

Led 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 São Paulo e Região, Brasil

Moment in which I was the Visual Designer of the company's communication team.

Successfully provided the company web graphic design, advertising and marketing, and print designs.

UI Developer Avalanche São Paulo

2008 – 2010

Support in the digital reformulation of the agency.

- Innovation and Digital reformulation.
- Designed adaptive layouts to maintain a consistent UX across the product.
- Front-end (HTML, CSS)
- Style Guides

UI Designer *Grupo Jovem Pan (Communication Group)*

2005 – 2005

Support for the maintenance of the digital channels of the large radio communications group Jovem Pan.

- Website / Portal (webdesign) • Ad • Design Support for contractors

Designer *Inteligencia.NET*

2003 – 2005

Worked with project teams to create user-friendly and appealing application interfaces and websites for e-learning, e-commerce.

Designer *Imagem Brasil Comunicação*

2001 – 2003

Branding and Graphic Design

Projects

Mobile app CCEE <https://vimeo.com/240037417>

2017 – 2018

First mobile application of the company.

Discovery methodologies: Design Thinking

Development: Agile.

App Built with Ionic + Angular 2+

SCDE

2015 – 2016

Reformulation of engineering system, company legacy. System of data collection of energy – back office.

Portal CCEE

2011 – 2012

Reformulation of the Institutional Portal – built Oracle WebCenter Portal

Branding CCEE – Branding Management

2011 – 2012

Diagnosis of branding and review of the brand platform. Construction of the CCEE Brandbook and Guidelines

Education

Bachelor of Advertising Social Communication

Universidade Municipal de São Caetano do Sul 2005 – 2008

Curriculum:

Graphic and Digital Design • Art direction • Publicity creation • Audio and Video Editing • Psychology Applied to Communication • Marketing • Statistics • Customer research • Creativity, Innovation and Action • Philosophy, Communication and Society • Political Processes • Written Communication • Photography and Lighting • Cultural and Contemporary Anthropology • Sociology and Communication • Theories of Communication • Advertising picture • Scripting • 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.

Courses

Art Direction & Design DRC Treinamentos

2010

After Effects Advanced DRC Treinamentos

2011

Web Design SENAI

2001

Awards

Best Publicity Film 2009 EXPOCOM Award

2009 http://www.intercom.org.br/papers/nacionais/2009/lista_area_PP07.htm

Exhibition of Experimental Research in Communication - National and Regional

Languages

Portuguese Native

English Business English