

Alex Cortes

UX/ UI Designer



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NATIONALITY Brazilian

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DATE OF BIRTH 04.10.1983

Profile

Passionate and experienced UX Designer with a multifaceted background in product design for tech companies. Adept at communicating with Directors, Product Managers, and Developers to ensure that the company vision is fulfilled and enhanced through extraordinary user experience design. Bringing forth a commitment to creating powerful interfaces that enhance digital products, strengthen businesses, and entice users.

Employment History

Jul 2019 – Jul 2022

[ARARAQUARA, SAO PAULO](#)

UX/UI Designer

Exactaworks

Ensured that the visions of the stakeholders and clients were carried out through UX design. Assisted the product manager lead with day-to-day tasks to ensure the organization and productivity of the design team as a design lead. Handled much of the communication between clients and the development team. Tested product usability with the UX research team.

Jan 2019 – Jul 2019

[ARARAQUARA, SAO PAULO](#)

UX Designer

Factual Pesquisas

Strategic role UX in projects, working as a consultant in product development, applying UX techniques from approach to project execution and delivery. Guide market research, understanding collection and sample data using journey and empathy maps, blueprint canvas, personas creation, co-creation, wireframes, and tests.

Sep 2015 - Nov 2017

[ARARAQUARA, SAO PAULO](#)

UX/ UI Designer

Invillia

Worked closely with product, engineering, growth, marketing, and sales to ship numerous projects across financial clients and many digital products on desktop, mobile web, iOS, and Android, as well as marketing and internal needs. Organized, planned, and executed user research and usability testing for projects. Led the design and marketing team to win the first Great Place to Work award that brought more visibility to the company and new clients.

Education

Jan 2022 - Jan 2023

[SAO PAULO - DISTANT LEARNING](#)

Metropolitana University

Game Design Post Graduate

Grade: Post-Graduation in Digital Game Design Grade: Post-Graduation in Digital Game Design. Activities and societies: Game Design, Metaverse, Web 3.0 Activities and societies: Game Design, Metaverse, Web 3.0

Aug 2020 - Aug 2022

[SAO PAULO - DISTANT LEARNING](#)

Anhembi Morumbi University

User Experience Post Graduate

Specialization in techniques, tools, hypothesis development, stakeholder research, and understanding best practices. Application of digital products and services design processes and methods. Strategic vision in the aspects of usability, interaction design, stakeholder research, innovation through design thinking, and information architecture.

Jan 2005 - Dec2008

ARARAQUARA, SAO PAULO

Paulista University (UNIP)

Advertising and Marketing

Planning, creation, and media, focused on advertising, marketing, and product management, strategic planning, market research, and sales management, in relation to marketing activities.

Skills

Figma



Agile Methodology



Adobe CC



Design Thinking



Languages

German



English

