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BIO

I am Senior UI/UX Design Lead with 25 years of experience designing mobile-first, responsive, and accessible web, app, and enterprise platforms. Expert in user-centered design, information architecture, usability testing, and accessibility (AODA/WCAG), certified by the International Association of Accessibility Professionals (IAAP). Skilled in transforming stakeholder goals into intuitive, research-driven digital experiences through wireframes, prototypes, analytics, and continuous optimization.

Experienced in leading complex website redesigns, defining content architecture, and collaborating with cross-functional teams to deliver clear navigation, consistent branding, and modern visual systems. Proficient in Adobe Creative Suite, Figma, HTML/CSS/JavaScript, and Adobe Experience Manager (AEM). Strong background in SEO-informed design, analytics interpretation, and quality assurance for cross-device usability. **Former professor at Conestoga College's Mobile Development Program, teaching UI/UX Design, Interaction Design, Accessibility, VR/AI integration, and rapid prototyping.** Holder of a Bachelor's in Computer Science and two Master's degrees in IT. Winner of a national UI Design competition influencing government design standards. Recognized for exceptional visual design, calm leadership under pressure, and a results-driven, collaborative mindset.

UI/UX DESIGN SKILLS, leadership

- **UX Leader:** Senior UI/UX Design Lead with 25 years of experience transforming complex systems into intuitive, mobile-responsive, and accessible web experiences aligned with stakeholder goals strategy.
- **Website Experience Design:** Expertise in planning end-to-end website UX through stakeholder discovery, analytics review, competitive benchmarking, and technology assessments to define responsive layouts, navigation, and functional requirements.
- **Content Architecture & IA:** Advanced skills in information architecture, content flow, link structure evaluation, user pathways, and site mapping to ensure users quickly find information and achieve their goals.
- **UX & Product Design:** Expert in Wireframes, prototypes, interaction design, journey maps, task flows, and UCD methodologies across web, mobile, and LMS.
- **User-Centered Website Optimization:** Skilled in continuous improvement through analytics, user feedback, heuristic evaluations, A/B testing, and usability studies (task-flow analysis, cognitive walkthroughs).
- **Accessibility Leadership:** Strong knowledge of WCAG 2.1, AODA, and IAAP standards, ensuring inclusive design, compliance, and high-quality QA across all devices and browsers.
- **Visual & Web Design:** Creation of visual assets: icons, banners, layouts, imagery, typography and fundamental of visual identity to maintain consistent branding and storytelling.
- **Specifications & Standards:** Expert to develop website specs, style guides, IA models, UI standards, and responsive display to maintain a cohesive and high-performing corporate web presence.
- **Front-End Collaboration:** Proficient in HTML, CSS, JavaScript, Mantine UI, CMS and LMS
- **Prototyping Tools (Expert):** Expert in Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), AEM, Axure, Sketch, Balsamiq, and InVision for rapid web concept development.
- **SEO & Analytics:** Experienced SEO principles, campaign and user engagement.
- **Testing & QA:** Leads cross-device, cross-browser testing; ensures design standards, and accessibility.
- **Collaboration & Communication:** Strong ability to work closely with management, faculty, marketing, and web services teams; articulate ideas clearly; gather feedback; and refine concepts.
- **Project Leadership:** Strong project management skills, able to handle multiple priorities, tight deadlines, and fast-paced environments while delivering high-quality work.

- **VR & Immersive UX:** Experienced in creating 360° VR interactive content and immersive learning experiences for education and training environments.
- **AI-Driven UX:** Applied prompt engineering and AI frameworks to enhance workflows, automate design processes, and accelerate UX research and concept generation.
- **LMS & EdTech:** Experienced in designing for LMS platforms, instructional UX, and accessible digital solutions.
- **Design Thinking:** Deeply practiced in empathetic, iterative, and scalable design that balances creativity, usability, and organizational goals.
- **Tools & Agile:** Miro, Jira, Trello, Slack, Teams, and Agile methodologies for collaborative, remote workflows.
- **Professional Growth:** Actively engaged in ongoing learning through professional organizations, UX communities, and UX Research into emerging web technologies.

LANGUAGES

- English (fluent)
- Portuguese (fluent/native)
- Spanish (intermediate)
- French (intermediate)

EDUCATION

- **MBA Technology, Innovation & Education** Jan 2011– Nov 2013__UPIS University
- **MBA Information Technology Management** Jan 2004 – Dec 2005__Fundação Getulio Vargas
- **MBA Digital Marketing** Jan 2003 – Nov 2004__Fundação Getulio Vargas
- **BACHELOR'S Degree in Computer Science** Jan 1994– Dec 1999__Alvorada University
- **BACHELOR'S Degree in Anthropology Studies** Jan 2018– Dec 2020__Heritage College & Seminary, Cambridge
  CERTIFICATE
- **Entrepreneurship** Development, YEDI Institution Accelerator Center, Toronto-ON. Nov2023– May2024
- **UX Design with Don Norman** (INN/G)

PROFESSIONAL EXPERIENCE

Shareword Global - *Christian Missionary Agency* **May 2024 to Dec 2024**

UI/UX DESIGN LEAD.

- Led the digital redesign of the organization's global website, aligning stakeholder goals with mobile-responsive, accessible UX, Created IA, and refine designs.
- Created wireframes, prototypes, UI specs in Figma, navigation, content flow, and user engagement.
- Collaborated with leadership and cross-functional teams to gather requirements, and present concepts.
- Ensured WCAG/AODA compliance through usability testing, QA reviews, and cross-device design validation.
- Partnered with developers on implementation, SEO-informed improvements, and ongoing site optimization.
- Worked in Agile using Miro, Slack, Trello, Teams, and Google Meet.

4VR Canada (Startup) - *Immersive VR Education & Innovation Platform* **Jan 2020 to *Current***

SR UI/UX Designer

- Led the end-to-end UX design of three copyrighted VR education and training platforms used by 20,000+ users in 3 languages, delivering inclusive, mobile-first, and accessibility-compliant experiences.
- Designed and managed the VR EDU Platform, onboarding 10,000+ students in 60 days through optimized IA, navigation design, and responsive UX.
- Developed and Directed UX for:
  – **VR EDU** – Distance Education LMS in VR
  – **4VRxp** – VR content hosting platform
  – **VR HOPE** – VR platform for therapy and mental wellness
- Applied WCAG and AODA standards across all products, ensuring high accessibility, and usability consistency.
- Created wireframes, user flows, and Figma prototypes to support design decisions and user engagement.

- Conducted multilingual usability testing and heuristic evaluations, improving user satisfaction and reducing onboarding time by 40%.
- Facilitated design sprints, website goals, and UX strategy for digital services in education, tourism, and healthcare and public sectors.
- Oversaw the full UX lifecycle—from research and IA design to testing, QA, and launch.

J. ELEPHANTS (Gov. of Canada) - UX Research & Design for Public Sector **May 2021 to May 2022**
SR UX Designer

- Led UX design for Government of Canada pension service platforms, shaping national usability and accessibility standards that serve millions of citizens.
- Planned and redesigned key website components using stakeholder goals, sitemap audits, analytics, and user research to improve navigation, clarity, and task completion.
- Produced wireframes, user flows, and low-to-high fidelity prototypes in Figma, ensuring mobile responsiveness and full WCAG/AODA compliance.
- Collaborated with management, and cross-functional partners to gather requirements, facilitate workshops, and present design concepts for review.
- Improved information architecture by restructuring content categories, refining user pathways, and enhancing link structure for better discoverability.
- Led to the redesign of the portal, strengthening visual hierarchy, typography, and UI consistency.
- Supported Agile delivery through sprint planning, usability testing, iterative, and quality-assurance validation

CONESTOGA COLLEGE - *Applied Technology & Innovation, Post-graduate Program* **May 2018 to Jan 2020**
UI/UX Design Professor, IT Professor

- Led hands-on UX education, empowering future designers through human-centered design, accessibility standards (WCAG/AODA), and industry-aligned practices.
- Taught UI/UX Design, HCI, Usability Testing, and mentored in building responsive, multi-device experiences.
- Guided students in creating web-ready platforms using Figma, HTML, CSS, JavaScript basics, and LMS tool.
- Directed end-to-end UX processes for student projects, from research and IA planning to prototyping & testing.
- Facilitated design sprints, user testing sessions, and iterative refinement using data-driven UX improvements.
- Supported deliverables such as user flows, wireframes, mockups, and clickable prototypes aligned with usability and accessibility best practices.
- Mentored industry tools—including Figma, Adobe XD, Axure, Miro, Agile platforms, and workflows.

REACH BEYOND Inc - *Global Media & Outreach for the Deaf Community* **Jan 2018 to Dec 2019**
UI/UX Designer

- Led the development of inclusive UX standards for the ASL (American Sign Language) project, designing digital experiences tailored for Deaf users and improving communication accessibility.
- Designed responsive web and mobile interfaces aligned with WCAG/AODA requirements, enhancing usability and consistency across devices.
- Conducted heuristic evaluations, usability tests, and task flow analysis to uncover pain points and optimize navigation and interaction patterns.
- Created wireframes and interactive Figma prototypes, iterating from concept to developer-ready handoff with clear specifications and visual standards.
- Partnered closely with developers, content specialists, and accessibility teams to ensure accurate implementation of UX guidelines and accessible design best practices.

FULL POWER DESIGN WORKS - *Engineering solutions for Smart Cities* **Jan 2017 to Dec 2018**
UI/UX Designer

• Led UX design for complex engineering and smart-city platforms, translating highly technical systems into intuitive, user-centered web and mobile experiences.
• Established responsive UI standards and visual guidelines for cross-platform applications, ensuring consistency in navigation, typography, and interaction patterns.
• Redesign the dashboard by developing personas, user flows, wireframes, and interactive prototypes aligned with accessibility and usability best practices.
• Created journey maps and conducted UX research for user needs-business goals, driving clearer requirements.
• Collaborated with cross-functional teams to validate design concepts, refine information architecture, and support development through detailed specifications and iterative reviews.

FIOCRUZ HEALTH RESEARCH - *Brazil's Leading Public Health Research Institute* **Jun 2010 to Dec 2014**
UI/UX Designer

- Led the UX team in establishing user-centered design standards across multiple health applications, integrating design leadership with front-end (HTML, CSS, JS) and accessibility support for public health.
- Designed intuitive, responsive interfaces for a complex government data-analytics platform, improving clarity, usability, and workflow efficiency.
- Conducted end-to-end usability testing, transforming user insights into actionable design enhancements that strengthened product performance.
- Created low- to high-fidelity wireframes and interactive prototypes, supporting iterative design and Agile.
- Produced comprehensive design documentation and accessibility guidelines to ensure seamless implementation, WCAG compliance, and successful product launches.

BANK OF BRAZIL, (by INDRA IT) *Latin America's Largest Financial Institution* **Mar 2001 to Jun 2010**
UI/UX Designer

- Led the creation of UI/UX standards for high-traffic banking systems, applying user-centered design to improve usability, accessibility, and engagement mobile platforms serving millions of users.
- Spearheaded the redesign of the banking app, enhancing navigation, simplifying key workflows, and contributing to increased user retention.
- Built interactive prototypes to support iterative design, usability validation, and Agile collaboration.
- Led to define personas and conduct usability testing, translating insights into improvements.
- Developed responsive HTML5/CSS3 mockups to communicate design concepts clearly.
- Delivered accessible, user-friendly design solutions aligned with WCAG standards practices.

GOVERNMENT OF BRAZIL - *Gov.Digital Standards & Award-Winning Innovation* **Feb 1998 to Mar 2001**
UI Designer

- Winner of the prestigious **iBest Web Award** for creating Brazil's official government web UI/UX standards—recognized nationally and later invited to teach at a university as a result of this innovation.
- Led the design and implementation of user-centered UI/UX standards for the Ministry of Energy, establishing a digital benchmark across government platforms and promoting best practices.
- Designed responsive, SaaS interfaces that served millions of users, ensuring consistency, and accessibility.
- Conducted usability testing to validate user flows and optimize interactions, improving user satisfaction.
- Created wireframes, user flows, interactive prototypes, agile, cross-team collaboration, and rapid iteration.

🏆 **iBest Web Award – Outstanding UI/UX Achievement** **Mar 2001**

Awarded for creating the official UI/UX Design Standards for the Government of Brazil's digital platforms (gov.br)