Roberto Amaral

UX Lead | Senior UX Designer | Product Designer

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Professional Summary

Designer with over 15 years of experience in the digital market, specialized in UX Design, Product Design, and user-centered innovation. I have worked on projects for banks, investment platforms, e-commerce, and omnichannel solutions, transforming complexity into simple, inclusive, and high-impact experiences for millions of users.

Skilled in user journeys, behavioral research, interactive prototyping, information architecture, usability testing, and scalable Design Systems. Throughout my career, I have contributed to projects that resulted in reduced operational costs, increased conversion rates, and significant improvements in customer satisfaction (NPS).

Recognized as a person with a disability (PCD – ICD S43.3 and M24.4), I apply accessibility and inclusion as fundamental principles in every stage of the design process. Experienced in agile methodologies (Scrum/Kanban), cross-functional collaboration, and leading design teams, aligning UX with business strategy and product metrics.

Tools & Methodologies: Prototyping (Figma, Sketch, and Adobe XD), UX Research (UserTesting, Maze, Hotjar, and Google Analytics GA4), visual collaboration (Miro and Microsoft Whiteboard), generative AI (ChatGPT, Perplexity, Claude, Gemini, Copilot, and Tess), collaboration (Slack, Teams, Asana, Jira, Notion, and Google Workspace), graphics (Adobe Creative Suite), and methodologies (Design Thinking, Lean UX, Scrum, Kanban, Design Sprint, Double Diamond, HCD, Agile UX, and UCD).

Professional Experience

Amarog – Campinas, SP | Digital Services | Founder & Creative Director
Aug 2024 – Present
• Responsive website creation and redesign – development of mobile-friendly websites with a strong focus on user experience and conversion optimization.
• Landing pages – high-performance pages designed for lead generation, product or service launches, and online advertising campaigns.
• Social media management and optimization – creation of visual and written content, editorial calendars, paid ads, and metric analysis to boost engagement and reach.
• User experience (UX) – flow analysis, usability testing, and recommendations to enhance navigation and overall customer satisfaction on digital platforms.
• Visual identity and digital branding – creation of logos, color palettes, typography, and visual guidelines to strengthen brand presence and recognition.
• SEO and performance optimization – technical and strategic improvements to increase Google rankings, reduce loading times, and drive organic traffic.
• E-commerce and online sales solutions – development of complete online stores, integration with payment gateways, and automation of sales processes.

Public Institution (Confidential) – Salto, SP | UX Design Lead
Aug 2023 – Apr 2024
• Led qualitative and quantitative research with 100+ users, reducing rework by 22%.
• Created personas, user journeys, and low-fidelity prototypes guiding the product roadmap.
• Managed and evolved the Design System, improving development efficiency by 34%.
• Mentored junior designers and collaborated with an agile, multidisciplinary squad.
• Presented insights, reports, and strategic documentation to stakeholders, accelerating project decisions.

Santander Bank – São Paulo, SP | Senior UX Designer
Nov 2021 – Jun 2023
• Reduced user journey time by 18% through flow optimization and high-fidelity prototyping.
• Conducted field research and data analysis impacting over 2 million active users.
• Applied accessibility standards (WCAG), improving PWD adoption by 28%.
• Integrated into agile squads (Scrum) and aligned with product KPIs.

Mutant – São Paulo, SP | Senior UX Designer
Feb 2017 – Feb 2018
• UI Design and interactive prototypes for customer service, increasing satisfaction (NPS) by 15%.
• Produced technical documentation and style guides ensuring visual consistency.
• Collected and analyzed user feedback, reducing navigation errors by 12%.

Genesys – São Paulo, SP | Senior UX Designer
Nov 2013 – Jan 2017
• Created web and mobile interfaces for omnichannel solutions (Genesys, NET, Claro).
• Developed information architecture and content taxonomy, improving efficiency by 20%.
• Designed HUD for training game adopted by 1,000+ employees.

Shining Eyes Group – São Paulo, SP | Senior UX Designer
Jun 2012 – Aug 2013
• Co-created luxury and middle-class fashion portals focused on e-commerce and conversion.
• Implemented SEO and optimized information architecture, boosting organic traffic by over 40%.
• Developed online stores contributing to 25% growth in digital sales.

SKY Brasil – São Paulo, SP | Senior UX Designer
Mar 2011 – May 2012
• Designed websites, landing pages, and digital campaigns for over 10 million customers.
• Defined visual guidelines for SKY Sports portal, increasing engagement by 35%.
• Developed content architecture and marketing strategies, enhancing user retention by 20%.

BuscaPé – São Paulo, SP | Mid-Level UX Designer
Jan 2009 – Jun 2010
• Usability and information architecture for the portal, impacting millions of monthly users.
• Developed digital campaigns with an average 18% CTR.
• Conducted UX analysis and continuous evolution based on metrics.

Education

• MBA (Incomplete) – Project Management | USP Esalq | Feb 2022 – Jun 2023
• Certificate in Product, Brand, and Services | FGV Online | Jan 2009 – Nov 2009
• Extension in Marketing Special Topics | Anhembi Morumbi | Feb 2006 – Nov 2006
• Bachelor's Degree in Digital Design | Anhembi Morumbi | Feb 2001 – Dec 2004

Analytical Skills

• Collecting and interpreting user data to generate actionable insights.
• Identifying patterns and trends to support strategic decisions.
• Critical and iterative thinking to solve complex problems.
• Heuristic analysis and competitive benchmarking.
• Defining product strategy integrated with design.

Technical Skills

• User Experience (UX): focused on intuitive and effective solutions.
• UX Design, Product Design, and Service Design for digital products and services.
• Qualitative and quantitative research, UX Research, and UX Metrics.
• Heuristic evaluation and usability testing for flow optimization.
• High-fidelity prototypes and scalable Design Systems.
• Competitive analysis, persona development, and user journey mapping.
• Information architecture, taxonomy, and labeling.
• Agile methodologies: Scrum and Kanban.
• Tools: Figma, Sketch, Adobe XD, UserTesting, Maze, Hotjar e Google Analytics GA4, Miro e
Microsoft Whiteboard, ChatGPT, Perplexity, Claude, Gemini, Copilot e Tess, Slack, Teams, Asana, Jira,
Notion e Google Workspace e Adobe Creative Suite.
• Specialties: banking and financial sector, e-commerce, and digital services.

Interpersonal Skills

• Assertive communication and emotional intelligence with teams and stakeholders.
• Team management and leadership focused on results.
• Empathy and alignment with user and business goals.
• Cross-functional collaboration and conflict resolution.
• Adaptability and resilience in changing environments.
• Planning and prioritizing deliverables in agile contexts.

Languages

• Portuguese (native)
• English (intermediate – reading, writing, and speaking)