



Caio Fermiano

Product Designer

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CAREER SUMMARY

I am a UX/UI and Product Designer with 7 years of experience in startups, specializing in User-Centered and Strategic Design. I hold a Bachelor's degree in Design and have expertise in Design-Driven processes, Data Visualization, storytelling for stakeholders, prototypes, journey mapping, usability testing, A/B testing, complex experiences for mobile and desktop using Figma and accessible components for Design Systems;

EXPERIENCES

Meta - Serasa Experian - Product Designer

Nov 2022 - Jul 2024 | Large startup - Payments

- Built the PIX payment flow for over 50 million users, achieving 100% compliance with Banco Central regulations;
- Conducted A/B tests and qualitative research, increasing product engagement by 10%;
- Structured new Design System components in Flutter, accelerating feature implementation by 30% and ensuring WCAG accessibility compliance;

ICapital - Postgraduate Teacher / Temporary

Jul 2021 - Currently | Small company - Education

- I teach classes on UX Research practices, user testing, and workflows for groups of 20+ students, providing practical knowledge for the job market;
- Facilitated the understanding of research methodologies and usability testing, positively impacting the academic performance of 3 annual cohorts;
- Contributed to the education of over 150 professionals over 3 years, who now apply User-Centric Design techniques in the market;

FAE - Postgraduate Teacher / Temporary

May 2020 - Currently | Medium company - Education

- I teach UX Design and Design Thinking classes on specific dates throughout the year, impacting over 500 students in almost 5 years;
- Teach best practices in storytelling, Design Thinking, and Design Sprint to students from large companies and entrepreneurs;
- Train students to use design strategically so they have the knowledge to make informed decisions;

MadeiraMadeira - Product Designer

May 2022 - Aug 2022 | Large startup - E-Commerce

- Improved the 'Add to Cart' flow, increasing the conversion rate by 3%, impacting thousands of customers;
- Led A/B testing, heatmap analysis, and qualitative tests, uncovering previously undetected usability issues;
- Developed high-fidelity prototypes for desktop and mobile using Figma, assisting developers and validating solutions with users;

EBANX - Product Designer

Dec 2020 - Feb 2022 | Large startup - Payments

- Launched Boleto Azul, a new payment product for over 5,000 corporate clients, boosting revenue;
- Structured information architecture, reducing process understanding and development time;
- Developed accessible web and mobile interfaces, increasing inclusion for users with disabilities;

Academcasa/Livefit - CEO

Jun 2020 - Jan 2022 | Small startup - Marketplace

- Helped 2 gyms and 7 instructors maintain monthly revenue during the pandemic, directly and indirectly impacting over 300 people to lead healthier lives;
- Managed the rental of approximately 500kg of equipment, generating initial revenue for a startup that went from idea to implementation in just one week;
- Led strategic decisions alongside my co-founder, optimizing SEO, increasing our online visibility by 30% on social media, and consequently acquiring new customers;

Med4trade / Co-founder

Nov 2018 - Nov 2021 | Small startup - Marketplace

- Finalist in the Legado Semente program, where over 100 startups applied, and we were among the 8 chosen for the most significant social impact;
- Developed the mobile app journey for Android and iOS, allowing us to launch our first MVP after development;
- Improved the user experience through the application of Storytelling, Design Research, and Interaction Design;

Objective Solutions - Product Designer

Sep 2020 - Dec 2020 | Medium company - Consulting

- Mapped client journeys for BMW and Renault, accelerating solution validation by 10% with prototypes;
- Facilitated cross-functional team collaboration, improving Squad communication across products;
- Optimized user interface, simplifying navigation and increasing customer satisfaction post-implementation;

GoEPIK - Product Designer and Product Owner

Feb 2019 - Sep 2020 | Small startup - SaaS

- Structured the company's first Design System, adopted by internal Squad, speeding up the standardization and implementation of new products;
- Planned and conducted market research and benchmarking, providing insights that directed initial strategies for mobile, desktop, and augmented reality products;
- Developed the entire desktop management interface, including "Process management, workflow creation, scheduling, dashboards, etc.," and mobile app for process execution by users;

DDID - UX / UI Designer

Jan 2018 - Feb 2019 | Small startup - Consulting

- Managed client products across various sectors, from problem conception to final delivery, serving B2B and B2C companies;
- Facilitated Design Thinking workshops for employees, promoting the co-creation of innovative solutions, and increasing efficiency in identifying and solving problems.
- Developed new features for Desktop, App, and Mobile First platforms using Figma and Adobe XD, directly impacting over 250,000 customers;
- Mapped the information architecture of complex solutions, improving usability and simplifying workflows;

Freelancer - UI Designer

Jan 2016 - Dec 2017 | Small startup - Consulting

- Structured new experiences for B2B and B2C clients, increasing user satisfaction through low and high-fidelity wireframes and prototypes using Figma;
- Prepared handoffs for developers, ensuring a smooth and aligned transition, reducing errors by up to 35% during implementation;
- Enhanced my Visual Skills in diverse projects, creating interfaces that improved navigation and reduced execution time;
- Worked closely with development teams, directly impacting product and service launch efficiency;

EDUCATION

- **Private College in Business** "Greystone College", in progress;
- **Post-Graduation in User-Centered Design** "Positivo University", completed in 2019;
- **Bachelor's Degree in Product Design** "State University of Maringá", completed in 2017;

COURSES AND ACHIEVEMENTS

- Strategic Design for UX Writing - 2023
- Brazilian Conference on Experience Research - 2022
- Financial Metrics for Digital Products - 2022
- Startup Summit - 2022
- Digital Accessibility - 2021
- Viva Design - 2021
- Lean UX - 2021
- Selected I-Connect Experience - 2021
- Product Management Intermediate - 2021
- Selected Instituto Legado Semente - 2020
- UX and Business Metrics - 2020
- 3rd Place Global Game Jam Curitiba - 2020
- Finalist Hackathon Space Apps Challenge - 2019
- Boot Camp Agile UX Design - 2019
- Finalist Hackathon Unimed Ponta Grossa - 2018
- IDEO - Design Thinking - 2018
- UX and Dynamics - Caritas 2017