

Alex.Fracazo

USER EXPERIENCE DESIGNER

+ 10 Years of experience in digital design, From visual design to user experience.

I did pretty much a bit of everything in my career: Mobile Apps, Ecommerce, HTML5, CSS3, Agile Methodologies, user research, Prototyping and Usability.

English - Fluent Portuguese - Native Spanish - Intermediate

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WORK EXPERIENCE

Qantas / Senior User Experience Designer

AUG 2016 - PRESENT

Award-winning Australian airline - <http://qantas.com>

Qantas is one of the strongest brands in Australia. I help drive the design direction of this iconic international brand along with a great team who are passionate about finding the harmony between functionality and aesthetics.

Vodafone Australia / Senior User Experience Designer

JUNE 2015 - JULY 2016

World's leading mobile telecommunications company - <http://vodafone.com.au>

Convert business problems into design solutions for new products. I've been working with the self service team, from prepaid to postpaid projects. User testing and validation, design reviews, workshops, wireframes and prototypes.

FZO Experiences / Owner UX/UI Designer

JANUARY 2005 - JUNE 2015

Portfolio / contract jobs - <http://fzo.com.br>

I had the opportunity to work as a contractor with local and international clients. I got to do a bit of everything, including: design, UX research, branding, front-end development, user-testing, client acquisition.

B2W Digital / Senior UX UI Mobile Designer

JUNE 2013 - MARCH 2015

The largest online retail business in Latin America - <http://b2wdigital.com/en>

In charge of the UX/UI for the mobile squad. Worked across different mobile devices and OS, from native to web apps helping to deliver the first and best mobile shopping experience for the largest ecommerce brand from South America.

Smartia / Mobile UX Designer

MARCH 2013 - JUNE 2013

The first brazilian digital experience to find the perfect insurance deal for cars. <http://smartia.com.br>

Mockup quick prototypes to test features for the product. Focused on mobile apps for iOS and following Agile as work methodology.

Fisgo / Product Designer

APRIL 2012 - MARCH 2013

Largest classifieds aggregator of Brazil - <http://fisgo.com.br>

User experience and the visual design for "BemDireto" (<http://bemDireto.com.br>) new product of "Fisgo" startup. Design both experiences: responsive web and native iPhone app. Redesigned the visual design for fisgo.com.br website as well.

Wdev / Product Designer

AUGUST 2010 - APRIL 2012

New products and new business development company - <http://wdev.com.br>

Understand business requirements, identify opportunities and turns into product features, mockup quick prototypes, test and recommend as a new product for clients.

Euax / Product Designer

SEPTEMBER 2009 - AUGUST 2010

Project management consulting and training, - <http://euax.com.br>

In charge of the user interface design for a project management app. I've been leading the full experience/user flows and visual design for this new startup. Worked with scrum methodologies.

Sitevip / Web Designer

JANUARY 2007 - SEPTEMBER 2009

Webdesign studio - <http://sitevip.com.br>

Designed websites using HTML, CSS and Flash. Created web animated banners and in charge of the Art Direction for small and big business company projects.

EDUCATION BACKGROUND

User experience design - Course

2015

General Assembly - Sydney/ Australia

Learn With Google: Mobile Site Design - Workshop

JUNE 2014

Focus on mobile commerce

Information Architecture - Course

SEPTEMBER 2009

Jump Education

Project Management Fundamentals - Workshop

JULY 2009

Training Project

Bachelor in Industrial Design

2001 - 2005

Graduated from Unopar - Universidade Norte do Paraná

VOLUNTEERING EXPERIENCE

Good for nothing / Web Designer

JUNE 2013

Good for Nothing is a community of thinkers, do-ers, makers and tinkerers applying their skills and energy to accelerate the work of cause-led innovators and change makers - <http://goodfornothing.com/>

A week's challenge to design a website for a not-for-profit in Cambodia. Redesigned the existing website and migrated to a Wordpress platform. Documented the work and trained the staff to manage correctly the new site.