



ROBSON ZUMKELLER

UX DESIGNER

CONTACT

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PROFILE

I love designing human-centred products and services that provide great experience for people.

Over the past 15 years I have designed digital solutions always aiming at being useful, simple and desirable.

I'm also a partner at Prolancer, a startup which is the leading job marketplace in Brazil for freelancers and remote work in the areas of technology & communication.



EXPERIENCE

UX DESIGNER - CONSULTANT

SELF-EMPLOYED | NOV 2014 - PRESENT

Fostering innovative ideas and excellence for people and customer experience in all the communication channels. Delivered more than 10 projects with client satisfaction.

SR. UX DESIGNER

TRY CONSULTORIA E PESQUISAS | SEP 2013 - NOV 2014

Lead the following projects (involving Research, Ideation, Prototyping and Usability Testing):

SKY - Responsive Website

Dotz - Website

Instituto Moreira Salles - Website

Itaú - Card Sorting / Business Internet Banking

Brasil Brokers - Multi-User Usability Testing

CO-FOUNDER / PRODUCT DESIGNER

PROLANCER | APR 2011 - NOV 2013

Founded the company as an entrepreneurial initiative that soon became a successful MVP (Minimum Viable Product). After three years of continuous growth, the company was acquired by international investors. <http://www.prolancer.com.br>

SR. UX MOBILE DESIGNER

CNOVA - GRUPO PÃO DE AÇÚCAR | APR 2012 - SEP 2013

Although CNOVA is known to be one of the largest e-commerce players in the world, it did not provide relevant channels for consumers in the mobile platform. In most of the following projects, I coordinated the team throughout the process of researching, ideation, prototyping and usability testing for apps and mobile sites.

Brands: • Ponto Frio • Extra • Casas Bahia • PDA

SR. INTERACTION DESIGNER

SAIBA+ | FEB 2012 - APR 2012

Coordination and cooperation in information architecture and planning the user experience of:

- eCommerce site for Editora Abril
- Web portal for Administradores.com
- Facebook app for Coca-Cola Powerade.

SR. INTERACTION DESIGNER

NEUE STUDIO | JUN 2011 - FEB 2012

- CCEE - Electricity Trading Chamber - Web System
- Editora Globo - AUTOESPORTE Magazine Website

INTERACTION DESIGNER / INFORMATION ARCHITECT

AG2 PUBLICIS | OUT 2009 - JUN 2011

- Worked on the new Bradesco Internet Banking website, the second largest private bank in Brazil.
- Coordinated the team on the project of new Bradesco Home-Broker website.
- Heuristic evaluation for the new ATM interface.

INTERACTION DESIGNER / INFORMATION ARCHITECT

TRIBO INTERACTIVE | FEB 2008 - NOV 2009

INFORMATION ARCHITECT

A1 BRASIL | SEP 2007 - JAN 2008

INFORMATION ARCHITECT/ UI DESIGNER

EDS / HP | JAN 2007 - SEP 2007

DESIGNER

DYNAMIC TECHNOLOGY | JAN 2001 - NOV 2006

WEB DESIGNER

VERMONT | JAN 1999 - JAN 2001

EDUCATION

BA, DIGITAL DESIGN

ANHEMBI MORUMBI UNIVERSITY | 2003 - 2007

SKILLS

- User Experience
- Information Architecture
- Interaction Design
- User Interface Design
- Digital Strategy
- Usability
- Lean UX
- User-centered Design
- Usability Testing
- Mobile Design
- Web Analytics
- Heuristic Evaluation
- Wireframes & Prototypes
- Axure, Sketch, InVision

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