



ROBSON ZUMKELLER

UX DESIGNER
& STRATEGIST

CONTACT

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PROFILE

I am passionate about designing people-centred products and services that provide a great experience for the user.

Over the past 15 years, I have designed digital solutions with a consistent aim of being simple, useful and desirable.

I was the co-founder of the startup Prolancer, the leading job marketplace in Brazil for freelancers and remote work opportunities, until 2016, when it was acquired by Freelancer.com.

EXPERIENCE

LEAD UX DESIGNER & STRATEGIST

CI&T | OCT 2016 - PRESENT

- I'm currently working on the Digital Transformation process for the client RAÍZEN, one of the largest energy production companies in terms of revenue in Brazil today. My team has been applying the Lean mindset and the Design Thinking methodology in order to bring a customer-centric approach, and at the same time, reducing costs and providing efficiency in their businesses.
- During the two years I worked for DASA client, the largest clinical analyses and diagnostics lab in Latin America, I led a group of designers on different product teams, to provide a design foundation in the Healthcare industry. Leading the UX Design team, I applied Design Thinking to get to better solutions and products, like mobile apps and sites, which are now transforming the customer and patient experience.

HEAD OF UX

NUOVA | JUN 2016 - OCT 2016

- I led UX Design projects for the clients: Kinea Investments (Itau), EDP, Embraer and Marilia Cecilia Souto Foundation.

UX DESIGNER - CONSULTANT

SELF-EMPLOYED | NOV 2014 - MAY 2016

- I pursued innovative ideas for multi-channel customer experiences in a variety of different segments such as financial, educational, pharmaceutical and automotive. More than 10 successful projects were delivered with a high level of client satisfaction.

LEAD UX DESIGNER & RESEARCHER

TRY CONSULTING | SEP 2013 - NOV 2014

- Led teams through many UX projects, involving Research, Ideation, Prototyping and Usability Testing.

CO-FOUNDER / PRODUCT DESIGNER

PROLANCER | APR 2011 - NOV 2013

SR. UX MOBILE DESIGNER

CNOVA - APR 2012 - SEP 2013

SR. INTERACTION DESIGNER

SAIBA+ | FEB 2012 - APR 2012

SR. INTERACTION DESIGNER

NEUE STUDIO | JUN 2011 - FEB 2012

INTERACTION DESIGNER / INFORMATION ARCHITECT

AG2 PUBLICIS | OUT 2009 - JUN 2011

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 - 2006

SKILLS

- Design Thinking
- Service Design
- User-centered Design
- Interaction Design
- User Interface Design
- Digital Strategy
- Lean UX
- Information Architecture
- Usability Testing
- A/B Testing
- UX Metrics
- Mobile Design
- Wireframes & Prototypes
- Sketch, InVision, Adobe CC



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