

Felipe Moreno Silva

UX DESIGNER



Personal data

Age: **37 years old**
Marital status: **Single**
Nationality: **Brazilian and Spanish**
Born in: **São Paulo**

Location and Contact

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Locations: **São Bernardo do Campo – SP**
Feira de Santana – BA

Portfolio

<https://labadesign.com.br>

About me

I am a UX Designer passionate about creating impactful user-centric digital experiences.

My approach combines research and empathy, believing that a deep understanding of user's needs, as well as building a solution based on data analysis, is the most assertive way to achieve the desired result.

I value teamwork, because in my opinion, the diversity of perspectives enriches the final result and drives truly innovative solutions.

I am an effective communicator and value constructive feedback because I am always open to learning and growing professionally.

I constantly seek stimulating challenges to apply my knowledge in UX Design and create innovative solutions that make a difference in people's lives.

Academic background

• Digital Design and New Media – Postgraduate

University Center Belas Artes of São Paulo
In conclusion

• Graphic design – Technology Degree

Instituto Europeo di Design
Completed in 2014

Skills

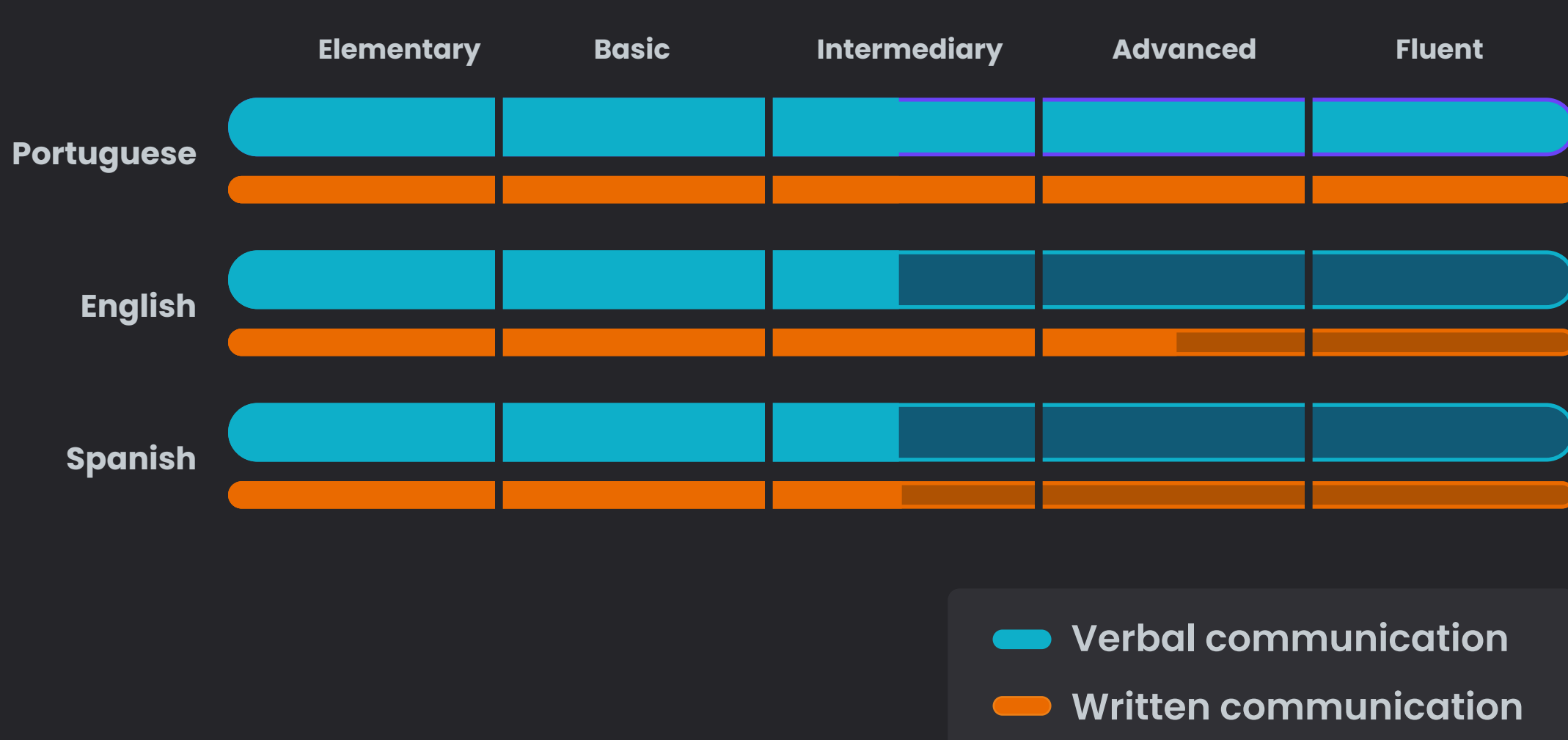
Hard skills



Soft skills



Idiomas



Courses and Workshops

- Corel Draw and Adobe Package - SENAC
- Web Design (HTML, CSS and JQuery) - Caelum
- JavaScript - Caelum
- Accessibility workshop - BRQ
- Processing workshop - IED
- Infographics workshop - IED
- Typography workshop - SENAI
- Video Edition (Adobe Premiere) - DRC
- Basic illustration - Brazilian Academy of Arts
- HQ Illustration - Brazilian Academy of Arts
- Digital Illustration (Corel Painter and Photoshop) - DRC
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- AI - Tetr4 Education

Professional background

Freelancer

November 2021 - At the moment

Main roles

Web designer & Graphic designer

About the job

I work as a freelance professional on web design, UX design, digital marketing, social media design, graphic design and front-end development projects for clients such as TOQ Design, Religare, Quantum Atlas Service, Papo Retto, Adega Recaídas and for other freelancers and entrepreneurs.

Some of the customers

- **TOQ Design**
Digital Product Designer - 01/2022 until 10/2022
- **Férias Forever**
Digital Product Designer - 06/2022 until 03/2023
- **Aya**
Social Media Designer & Graphic Designer - 11/2022 until 12/2023
- **Quantum Atlas Service**
Front-end Developer - 02/2022 until 11/2022
- **Adega Recaídas**
Graphic Designer & Marketing Digital - 09/2023 until 12/2023
- **Religare**
Web designer - 02/2024 until the present
- **Willbecont**
Web designer - 03/2025 until the present
- **Papo Retto**
Designer gráfico - 03/2025 until the present

BRQ

August 2016 - September 2021

Main roles

UX designer & Frontend developer

About the company

BRQ is one of the largest digital solutions and innovation companies that provides services to corporate clients in the financial sector.

My experience in this company

I joined the BRQ team in August 2016 as a frontend developer. After two years, I returned to work in the digital design area as a UX designer and digital product designer. Over the three years, I worked on 15 projects, including my work on the AO3 Document Manager project, where I was responsible for developing the end-to-end digital product, focusing on discovery and product relevance for the customer. I also worked on the Itaú Open Banking project, where I was responsible for the WEB internet banking front for customers. In this project, we worked collaboratively to create a transparent and intuitive experience, using techniques such as Discovery and Design Sprint. Another important project was Itaú's TUA, where I worked as a digital product designer leading the project, introducing the design culture to a team with a technical focus, and designing the MVP of a single platform to solve internal incidents.

Projects

- **AO3 – Document Manager**
Digital Product Designer - 06/2021 until 09/2021
- **Itaú – Registration Data**
UX & UI Designer - 04/2021 until 06/2021
- **Itaú – Open Banking**
CX & UI Designer - 03/2021 until 04/2021
- **Itaú – Single Product**
CX & UI Designer - 07/2020 until 02/2021
- **Itaú – Payment receipts**
UX & UI Designer - 03/2020 until 06/2020
- **Itaú – Current account**
CX & UI Designer - 03/2020 until 06/2020
- **Itaú – Transfers and Payments**
CX & UI Designer - 03/2020 until 06/2020
- **Itaú – Single Drive Tower**
Digital Product Designer - 01/2020 until 03/2020
- **Itaú – Mass portal**
UX & UI Designer - 07/2019 until 01/2020
- **Andbank Brasil – Product showcase**
Digital Product Designer - 05/2019 until 06/2019
- **Itaú – Current account**
Accessibility Designer - 03/2019 until 05/2019
- **Itaú – Always Present**
CX Designer - 09/2018 until 02/2019
- **Itaú – Cards**
CX & UI Designer - 06/2018 until 08/2018
- **Itaú – Several squads**
Front-end Developer - 09/2016 until 05/2018
- **Itaú – Internet Banking**
UI Designer - 08/2016 until 09/2016

São Camilo University Center

July 2015 - June 2016

Main roles

Instructional designer & Web designer - Junior

About the company

The São Camilo University Center is a university belonging to the Catholic Church, a reference in teaching in the health area.

My experience in this company

As a multimedia product designer, I led the creation of digital learning objects for distance learning, focusing on art direction, production, experience and student learning. I designed the institutional graphic communication of the Distance Learning Center, aiming at its effectiveness. I led the planning, research and design of the new Distance Learning website in collaboration with stakeholders, using methods such as benchmarking and heuristic analysis to support decisions. I designed the information architecture, prototypes and development solutions, and oversaw their implementation. I analyzed the success metrics and improvement of the website to ensure its effectiveness and usability, in addition to proposing continuous improvements and promoting the design of the project iteration.

Innovar8

February 2014 - August 2014

Main role

CX designer - Internship

About the company

Innovar8 is a digital solutions agency for ecommerce

My experience in this company

I worked alongside a senior designer to design the customer experience in several projects for a wide range of e-commerce companies. I created visual pieces such as e-banners, edited images, and created visual identities. I was also responsible for creating the interface design and applying the visual identity to the projects. I also supported the frontend development team on UI specifications and customer experience. In addition, it was my job to check the design quality and usability of the final products.