

Hello,

I'm Brazilian designer started my career 10 years ago and the last 5 years working exclusively in product design. Applying **design thinking** and **agile** methodology for construct and discovering ways to solving problems through design. Building viable benchmarks for guidance and consistency.

Passioned about build **design system** and expand the possibilities by the usage and feedback from **research** and **usability**, always keeping in mind the principles of **accessibility** and form follows function.



Pedro Coelho Medeiros

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Education

Bachelor's degree, Advertising
UNI7 - Centro Universitário 7 de Setembro
2015

Certifications

Front-end for Designers
Aprender Design
Issued Sep 2019 · Expired Oct 2019

Soft Skills

Creativity Problem-solving
Research Detail-oriented
Decision-making Adaptability
Empathy Communication
Teamwork Time management

Hard Skills

Figma Notion Glyphs
Maze Illustration
User Journey Benchmarking
Typography Iconography
HTML CSS

Experiences

Soma Participações • 2021 - 2023

In charge of app design at different stages, from MVP to user research strategies to better understand audiences and their demographic behaviors for app services.

Oowlish Technology • 2019 - 2021

My first experience as a front-end and working on creating and implementing interfaces for websites and apps. Working with international clients such as Great Pet Care (US) and Kiwoko (Spain).

Bleez E-commerce • 2018 - 2019

Focused on creating virtual stores, I was able to learn a lot about research and branding. Developing UI for e-commerce in different segments, more than ten stores were created, from fashion to the sale of solar energy panels.