

ADRIANO PEREIRA MATTOS

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Product Designer Sênior – UX Experience Research, Research Operations and Leadership Project.

PROFESSIONAL EXPERIENCE

Prosperux, Lisboa , PT

Present

Product Designer Sênior

- **Context:** Conducting longitudinal research, interviews, desk research, benchmarking, quantitative and qualitative research, ethnographic research, data analysis, card sorting, focus group, usability testing and UX optimization.
- **Action:** Carrying out UX Writing, analyzing texts and information from applications and platforms, managing insights, using Jobs to be Done, Double Diamond, Design Thinking, Design System, Sprint, Discovery, persona identification, customer mapping experience, and UX strategies.
- **Result:** Improved user experience through research-based insights and optimizations.

➤ [Case study](#)

Target Américas, Rio de Janeiro , Brazil

2020 - 2022

Product Designer Sênior

- **Context:** Research and identification of failures in the Carrefour network.
- **Action:** Application of UX Writing, usability testing, Google Analytics, Digital Analytics, reporting and insight management, use of Jobs to be Done, Double Diamond, Design Thinking, Design System, Sprint, Discovery, and experience mapping.
- **Result:** Improved clarity of information and expansion of business and markets.

➤ [Case study](#)

Auto Parts Industrial, Rio de Janeiro , Brazil

2016 -2019

Product Designer

- **Context:** Creation of solutions for donations and assistance to people in need.
- **Action:** Usability testing, UX Writing, written communication analysis, data management, and prototyping in XD and Figma.
- **Result:** Improved customer adherence and efficiency in the registration process.

➤ [Case study](#)

Yins Brasil comércio Internacional, Rio de Janeiro , Brazil

2014 - 2015

UX Designer

- **Context:** Import sector focused on adapting to Inmetro Brasil standards.
- **Action:** Product planning and development, UX Writing, and prototyping in XD and Figma.

- **Result:** Improvement in the reporting and development control process, increasing revenue by 110%.

Montoplast Industrial, Rio de Janeiro , Brazil

2013 – 2013

UI Designer

Activities: UX Writing, graphic design, graphic production, and prototyping.

Grupo Trigo, Rio de Janeiro, Brazil

2012 – 2012

UI Designer

· Activities: Assistance with digital marketing, graphic design, visual identity, and photography.

EDUCATION

2024 – Studying EAD - Master's in Innovation – ENEB School of Barcelona - Spain.

2024 - Postgraduate in User Research Toronto School Management.

– Canada.

2021 - Postgraduate in App Development UNIBF College

2021 - Postgraduate in Digital Marketing at UNIBF College.

2020 - Postgraduate in Cybercrime at UNIBF College.

2019 - MBA in Web Design Faculdade Alfa de Ensino.

2018 - MBA in Product Design Faculdade Alfa de Ensino.

2013 – Bachelor of Design.

COURSES

Unicorn Class 11 # UX, UI and Product Design (2021)

· Notorious Design Mentoring (2022)

· Bulletproof Design - Gabriel Silvestre (2023)

LANGUAGES

Spanish: Advanced

· English: Intermediate

· French: Basic.

interests in studying: Chinese, Russian, German.

SKILLS & OTHER

UX Research, UX Strategy

· Experience Mapping, UX Writing

· Frontend for Designers

· Workshops and Sprint 2.0

· Double Diamond, Design Thinking, Design System

· Nielsen Heuristics, SMART Methodology

· Tools: Google Analytics, Adobe XD, Figma, Agile, Scrum, Lean UX.

SKILLS & OTHER

Skills: Automation, MATLAB, Python, Scikit-learn, Tableau, Google Sheets, Metabase

Personal project: Aggregated, cleansed and combined data from 10+ public data sources to create a Tableau dashboard of inflation rates over the past 10 years (January 2021)