

Tadeu Garcia

Senior Product Designer with 11 years of user-centered design and front-end skills.

Rio de Janeiro, Brazil – Obtaining Spanish (EU) citizenship by end-2024.

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WORK EXPERIENCE

Plus A Education

Remote

Senior Product Designer

2022 – Present

- [Plus A Education](#) is an Edtech company driving digital transformation through tech solutions.
- Designed the re-enrollment flow, automating financial processes and boosting re-enrollment and debt clearance.
- Designed a back-office financial system for receivables, integrated with multiple payment methods.
- Redesigned the postgraduate course purchase flow with a premium UI, achieving 57.14% faster navigation.
- Create interfaces that maintain high visual standards by utilizing and expanding the Design System.

Product Designer

2021 – 2022

- Redesigned the e-commerce health courses marketplace from scratch, covering everything from product discovery to delivery, with post-launch improvements based on product metrics and user research.

Informal IT Services and Consulting

Rio de Janeiro, BR

Lead UI/UX Engineer

2018 – 2021

- Designed mobile apps from scratch, utilizing ui/ux patterns and material design guidelines for iOS and Android.

UI/UX Engineer

2016 – 2018

- I participated in a major project with the Brazilian Federation of Banks, involving a complex refund and payment system to reimburse fiscal credits seized in previous decades.
- Created data analytics interfaces displaying financial and order data for large Brazilian retail companies.
- Created interactive prototypes and delivered semantic, accessible front-end code to developers.

Noblinddz

Rio de Janeiro, BR

Art Director

2015 – 2016

SIDE PROJECT

Kaimara

Rio de Janeiro, BR

Technical founder

2023 – Present

- [Kaimara](#) is an agriculture e-commerce platform focused on resolving friction in sales.
- Co-led with a PM, designing from conception to user experience, iterating with clients, and web developing.

EDUCATION

Pontifical Catholic University of Rio de Janeiro

Rio de Janeiro, BR

Postgraduate Certificate in Ergodesign of Interfaces: Usability and Information Architecture

2015 – 2016

Estácio University

Rio de Janeiro, BR

Associate Degree in Graphic Design

2011 – 2014

SKILLS & INTERESTS

- **UI/UX:** Figma (Auto Layout, Components, Variants); FigJam; Framer; Maze; Clarity; Hotjar; Google Analytics
- **Front-end:** HTML; CSS; SASS; Tailwind; Bootstrap; JavaScript; Next.js; Node (NPM, Yarn); Git
- **Language:** English (B2 Upper intermediate); Portuguese (Native)
- **Interests:** Swimming; Board Sports; Yoga; Meditation; Astronomy