

Carlos Costa

Design Lead • UI/UX • Branding • Illustration

cajucosta1@gmail.com
(+33) 675 793 758

22 years working with Digital Design in Digital Agencies, Companies, Startups and Independently. Worked on projects for MercadoLibre Inc, Mitsubishi, Asics, Harley-Davidson and many more. Currently **Design Lead at Docler Holding**.

Experience

JUN 2017 > PRESENT

Docler Holding / Design Lead

Managing a team of designers, its tasks, projects, deadlines and deliverables.

Providing guidance and feedback for the team to ensure quality, design standards of deliverables, achievement of Team's / Management goals and assisting on team member's professional and personal growth.

Closely working with stakeholders on ideas, brainstorming, requirements, feedback and approvals, managing deadlines to meet team's and management's goals.

Help Head of Design and other Leads to improve and adjust processes to guarantee a smooth working timeline, from conception to delivery.

NOV 2013 > JUN 2017

Freelancer / Senior UI/UX Designer and Digital Consultant

Collaborated with Digital and Performance Agencies, Development studios and with small, medium and big companies (Mitsubishi / Asics / Harley-Davidson / Suzano Paper / Estrela toys and more) in Brazil, U.S. and Europe, designing and developing Mobile Apps, Sites, Landing Pages, optimizing and enhancing UX and UI on products and communication and managing other designers and developers on specific projects.

OUT 2012 > NOV 2013

Akatus / Lead UI/UX and Product Designer

Fintech startup for mobile payments. Responsible for the UI and UX for the mobile and desktop versions of the product. Closely collaborating

Education

Postgraduate in Digital Design

Centro Universitário Belas Artes / SP
2004 - 2006

Bachelor in Advertising and Marketing

Universidade Metodista / SP
1997 - 2000

Graduate in Graphic Design and Illustration

Escola Panamericana de Arte / SP
1996 - 1998

Certifications

Leading Teams in the Digital Age

Hyper Island - Mar 2020

How to Create Intuitive Products by Imitating Physicality

Interaction Design Foundation (IDF) - Oct 2019

Mobile User Experience Design (UX)

Interaction Design Foundation (IDF) - Oct 2019

with the Development and Marketing team to ensure best practices and best consistency among all product's online presence.

FEV 2017 > SEP 2012

WebTraffic / Design and Creative Director

One of Brazil's biggest Performance Digital agencies in this period, I've planned, designed, managed and presented many projects for some of Brazil's biggest companies including Mobile Apps, E-commerce, Websites, Landing Pages, Facebook campaigns, Intranet, Consumer portals, Promo websites and more.

MAY 2000 > FEB 2007

MercadoLivre.com / Senior UI/UX and Visual Designer

Senior UI and UX designer responsible for analysing and improving usability, Information Architecture, Conversion Funnel, UI and UX of MercadoLivre's platform and portal, front and backend, both for Sellers and for Buyers in more than 10 countries. As part of the LATAM team (Argentina/Brazil) I was constantly working on the improvement of MercadoLivre's products based on data and user feedback.

JUL 1998 > APR 2000

Botelho Propaganda / Jr. Designer

In a pre Internet era in Brazil, I've worked on many different projects for printed media, creating advertisements for Newspapers, Magazines, Catalogs, Outdoors and Campaigns. I've had the chance to work with great professionals such as Hugo Rodrigues (CEO at WMcCann) and others who helped me shape my way of working, to collaborate and how to lay out ideas.

Skills

Team lead
Branding
Design team management
Guidelines development
UI/UX
Mobile and APP Design
Information Architecture
Wireframing / Prototyping
Illustration
HTML / CSS
Digital Strategy
Art Direction
Typography
Graphic Design

Tools

Pencil / Paper
Sketch
Figma
Adobe pack
Invision
Principle
Jira / Confluence

Languages

English (Fluent)
Portuguese (Fluent)
Spanish (Intermediate)
French (A2.1)