



Miguel Ventura
Senior Product Designer

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About

I'm a brazilian designer based in São Paulo with 10 years experience designing digital products and experiences.

I got experience facilitating collaborative workshops, mentoring designers, discovery, user research and usability testing but my superpower is prototyping and designing.

Throughout my career I've designed apps, e-commerces, SaaS, design systems, websites and landing pages for many different sectors and such as health, fintechs, edtechs, automotive and entertainment.

Giving back to the community

I've always learned a lot from community generated content such as youtube tutorials, talks and medium posts and lately I've been trying to give back to the community aswell.

- [Invited guest on UX Vagas to talk about how to create a noticable portfolio as a Jr Designer.](#)
- [Invited guest by Dotz design team to talk about motion design for the web.](#)
- [Created content on linkedin with prototyping, design and motion tips for Figma.](#)
- [Constantly open to mentor jr designers and people interested on migrating to design.](#)

Areas of expertise

- Design and prototyping
- Design systems
- Visual design
- User research
- User interviews and usability testing
- Workshop facilitation
- Mentoring jr and mid-level designers
- Developer handoff

Experience

2022 — Adam Fard Studio

Senior Product Designer

- Working with a multicultural globally remote team I did project management, research, user interviews, usability testing, workshop facilitation and design for systems, apps and products for international companies.

2021 — Dasa

Product Designer

- Working as a Product Designer for one the major health sector companies in Brazil I was responsible for research, design and shipping products and experiences that aimed to reduce attendance time in diagnostic laboratories.

2019 / 2021 — Mobiauto

Product Designer

Worked as a Product Designer shipping products for the automotive sector.

- Data analysis, research and design of a B2C sign up flow in order to increase conversion rate.
- Lead the design for various of our B2B products, interfacing with stakeholders and users.
- Designed from a B2B car selling platform.
- Helped define and shape our Design System.
- Worked on products for major automotive brands such as: Mercedes-Benz, Movida, Volkswagen.

2018 / 2019 — Sioux Group

Junior Product Designer

- As part of a UX Design team delivered solutions for clients such as Santander, Mastercard and Warner.
- Designer Warner's Fast Pass Experience for a CCXP 2018 reaching more than 7000 users.
- Designed Ludos Pro, a corporative e-learning SaaS focused on gamification that was used by clients such as Vivo, Sicredi, Nextel and Sompó Seguros.
- Lead the redesign of Ludos Pro, organizing and shipping a consistent Design System that sped up our delivery process.
- Designed Moovieplay an interactive big screen experience for events that was used in major conventions.

2017 / 2018 — Freelance

- Had a gap year due to personal problems and worked as a freelance designer for some clients and also my family business
- Created a [solo video production company](#) and worked filming and editing videos for companies and some friends.

2015 / 2017 — Agência FG

Associate Designer

- Designed e-commerces and institutional websites.
- Branding and visual design
- Social media posts.

2013 / 2015 — Design Internship (Xpirit and Amaro)

Design Intern

- Designed e-commerces and institutional websites.
- Designed iOS and Android native apps.
- Worked at a fashion e-commerce with fast growing pace helping with photoshootings and art direction