



# Fernando Calegari

## Why me?

Immersed of all UX process: business plan/idea, wireframe, usability tests, UI, A/B tests until deploy and follow-up.

## Skills

UX

UI

Research

Front-end

Digital

## Language

Portuguese

English

“ Fernando is a professional committed to the results and skills to work in a group. He is focused and have a detailed view, bringing to all projects a clinic eye with a technical point of view without forget the business plan. ”

**Claudia Lombardi**

Managing Partner at Inkludo



Undergraduate since 2010 by the Guarulhos University, I've been working with digital since 2003. I had the opportunity to get deep knowledge in UX and UI, with techniques and innovation to increase the conversion rate and leads management.

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## Work Experience



**Senior Product Designer at Conta Azul** | january 2020 – April 2020

Discovery process, data analysis, and design of solutions focused and centralized in the final user's journey to provide a wonderful experience.



**UX Designer at Mutant** | october 2018 – january 2020

Research, data analysis, interview, A/B tests, dedicated to voice interfaces of all segments.



**Senior UX Designer at Jüssi** | june 2018 – october 2018

Research, data analysis, interview, prototyping and development of usability tests to increase performance on a financial segment.



**UX/UI Designer at UOL Edtech** | october 2015 – june 2018

Concept of interfaces with the best practices of UX, mockups, design system, structures and prototyping.



**Project Manager at Beeleads** | may 2015 – september 2018

Structure definition, schedule of actions, dailies, follow-up, A/B tests communication between departments.



**UX/UI Designer at Beeleads** | january 2015 – may 2015

Research, data analysis, A/B tests, mockups and layout and improvement of conversion rate.



**UX/UI Designer at 42MAX** | january 2014 – january 2015

Wireframes, UX research, front-end, interface design and the best practices to optimize conversion rate in landing pages.

## Education



**Bachelor's degree in Design at Guarulhos University** | 2007 – 2010

Undergraduate thesis score: 9.5

## Certifications



**Certificate at Caelum** | 2014

User Experience

## Volunteer



**Volunteer at Make-A-Wish Brazil** | une 2017 – now

Making the wishes come true for every child diagnosed with a critical illness.