

Sidimar Gobbo  
Product Designer

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## Experience

UX UI Designer  
Philips

Blumenau, SC  
February 2020

My challenge is providing scalable UX solutions in a user-centered design approach through user requirement analysis, design thinking, concept design, prototyping, usability evaluation, and documentation providing innovative solutions for Healthcare IT.

Product Designer  
Banco Votorantim

São Paulo, SP  
June 2019 – January 2020

Working to help the digital transformation of the bank and responsible to create hi-fi designs and helping to create and improving the Design System.  
Designing Internet Banking (desktop and mobile apps.)

UX UI Designer  
Thomson Reuters

Campinas, SP  
May 2017 – June 2019

Organize and lead UX discovery workshops, persona building, journey mapping, and design exercises for key business segments within Thomson Reuters to identify enterprise solution opportunities.  
Develop user-research plans, and rapidly build test-ready product prototypes. Translate emerging business goals into actionable UX deliverables for leadership teams.

Product Designer  
The Examcraft Group

Dublin – IE  
July 2013 – March 2017

Designing and creating concepts for desktop and mobile responsive to the education market.  
Helping the business team with design thinking methodology to have a better understanding of what the user and business need.

UI Designer  
CI&T

Campinas – SP  
January 2010 – April 2013

Working on Johnson and Johnson, consumer products, understanding, and resolution of issues opened by stakeholders and/or QA team.  
Responsible for design the CEO blog Johnson and Johnson.  
Designed wireframes using Balsamiq.

## Education

Pontifícia Universidade Católica de São Paulo  
Especialization in UX DIGITAL: UX Digital Platform

São Paulo, SP  
August 2017 — November 2017

Universidade Paulista  
Digital/Multimedia and Information Resources

February 2007 — December 2009

## Skills

Sketch	Invision	HTML	Design System
Figma	Illustrator	CSS	
Atomic	Photoshop	Javascript	