

## Contact

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(Portfolio)  
[www.sidimar.com](http://www.sidimar.com) (Personal)

## Top Skills

Design Thinking  
User Interface Design  
Paper Prototyping

## Languages

Portuguese (Native or Bilingual)  
English (Full Professional)

## Certifications

Design Kit: Prototyping

# Sidimar Gobbo

UX Designer at Banco Votorantim  
Campinas, São Paulo, Brazil

## Summary

A user experience designer with more than 10 years of experience.

My main activities are understood what the users need and then advocate for them through user interview, lo-fi hi-fi design, usability test.

I have both Italian and Brazilian citizenship

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## Experience

Banco Votorantim  
UX Designer  
June 2019 - Present  
São Paulo Area, Brazil

As part of the B2B Squad, I am working to make the Bank digital transformation.

Interviewing user, understand their needs through the journeys I am able to identify personas and to the flow process easier.

I am responsible to create hi-fi designs where users can use the bank apps and will not have any doubts, helping them to complete the task/flow quickly than before.

Thomson Reuters  
UX Designer  
May 2017 - June 2019 (2 years 2 months)  
Campinas Area, Brazil

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.

Conduct stakeholder interviews, 1-on-1's, and group interviews to assess and develop solutions for emerging content management products at Thomson

Reuters Tax & Accounting. Run user interviews, identify key requirements, and storymap business-enhancing workflows.

Develop user-research plans, and rapidly build test-ready product prototypes.

Translate emerging business goals into actionable UX deliverables for leadership teams.

Acting as product owner: scope and define user requirements, prioritize iteration stories, keep track of quarterly backlog health, run grooming sessions for emerging features.

## The Examcraft Group

UX / UI Designer

July 2013 - March 2017 (3 years 9 months)

Ireland

I've in Senior User Experience position for a school management software:

Transform what the users need in concept and visual design.

Design thinking to understand better what the user really needs

Prototype and test to validate the ideas and concepts before a high visual concept.

Designed UX for the admin tool to manage users, groups, homework, school notices, etc.

Worked closely with users to inform and educate about UX best practices.

<http://www.typ.ie>

## Ci&T

Web Designer / UI Design

January 2010 - April 2013 (3 years 4 months)

Campinas Area, Brazil

Web Designer / UI Design at Ci&T (about 3 years)

Working on Johnson and Johnson, consumer products

Assessment, understanding, and resolution of issues opened by stakeholders and/or QA team.

Solve issues with HTML, CSS, and JQuery inside Drupal.

Leading a development team with 10 people inside support team.

Designed blog CEO Johnson and Johnson.

Developed HTML, CSS to be responsive platform and cross-browser.

Developed UX for tablets and phone.  
Designed wireframes using Balsamiq.

Working for Centrum website to Pfizer, USA:  
Front-end developer, taking mockups in PSD and transforming in HTML, CSS inside Drupal.

## Webcompany

Web Designer / UI Designer

December 2007 - January 2010 (2 years 2 months)

Campinas Area, Brazil

As a hybrid a designer, I worked on a variety of web projects for local and national clients like 3M. Interpreting designed layouts, creating original concepts, production, and webmaster tasks were all my responsibility.

Worked close with users to validated briefings and concepts for website, web commerce, huge campaigns, and quick campaigns.

Designed wireframes, mockups and final conceptions, validating the ideas with clients and team to generate more value and understanding for the whole project.

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## Education

Pontifícia Universidade Católica de São Paulo

UX DIGITAL: EXPERIÊNCIA DO USUÁRIO EM PLATAFORMAS  
DIGITAIS, UX Design · (2017 - 2017)

Universidade Paulista

Bachelor's Degree, Web Page, Digital/Multimedia and Information Resources  
Design · (2007 - 2009)