



DOUG RIBEIRO

LEAD UX DESIGNER & ANGULAR DEVELOPER

Senior UX/UI Designer & Full-Stack Developer | Digital Accessibility | Agile Leadership | Data-Driven Design | Cloud & DevOps Integration

PROFILE

Senior **UX/UI** and **Product Designer** with over 16 years of experience, specializing in **innovative user experiences** for the **financial and insurance sectors**. Skilled in creating **seamless, data-driven journeys** that enhance **user engagement** and address the unique needs of the financial industry.

I lead projects from **concept to delivery**, focusing on designing **cutting-edge solutions** that push the limits of **design** and **technology**. With a strong foundation in **visual design** and **UX best practices**, I strive to deliver **impactful, accessible experiences** that set new benchmarks in the market.

KEY COMPETENCIES

- Tools: **Figma**, Adobe Suite, Sketch, InVision, **Wireframing**, **Prototyping**, **Design Systems**, WCAG Compliance
- Testing: Usability Testing, Automated Accessibility Tools (*Wave*, *Axe*)
- Research: Personas, Customer Journeys, Data Analytics (*Hotjar*, *Google Analytics*)

ACHIEVEMENT HIGHLIGHTS

Wonderlabs Technologies (Lead UX Designer & Angular Developer):

- Led the design and development of a business credit card management platform, increasing user engagement by 25% through enhanced usability and user-centered design.
- Spearheaded the creation of a consumer credit card mobile app, focusing on ease of use and accessibility, leading to higher customer retention and satisfaction.
- Owned the design system, ensuring consistent visual language, components, and UI patterns across multiple projects.
- Conducted usability testing and used insights to iterate on design prototypes, optimizing the user interface for better accessibility and performance.

Strongest Families Institute (UX Lead & Product Designer):

- Led the revitalization of the IRIS platform, focusing on improving usability and user engagement, and preparing the platform for an investment round.
- Implemented rapid design iterations based on user feedback, which led to a 15% improvement in user retention.
- Ensured WCAG compliance, optimizing the platform's accessibility and enhancing the experience for users with disabilities.

Group GFT (Design Specialist & Front-End Developer):

- Awarded 1st Place in the Challenge Agile – GFT Brasil 2018, showcasing exceptional teamwork and Agile methodology implementation.
- Developed a dynamic financial dashboard, enabling real-time stock and investment tracking, analytics, and reporting.
- Integrated WCAG accessibility standards, ensuring inclusivity and enhancing accessibility through features like screen reader support and keyboard navigation.

BACKGROUND

Wonderlabs Technologies
Lead UX Designer & Angular Developer

Strongest Families Institute
UX Lead & Product Designer

iRestify
Product Designer & Data Scientist

BNP Paribas Cardif
Front-End Angular Developer

Pasquali Solution
User Experience Design Specialist & Front-End Developer

Group GFT
Design Specialist & Front-End Developer

Wellabe
Angular Developer

Adoro Viajar S/A
Front-End React Developer

BNE - National Bank of Employment
User Experience Designer & Frontend Developer

CONTACT

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EDUCATION

Diploma in Big Data Science & Analytics *(Specialization in Information Technology)*
Toronto School of Management

Typescript Developer
Alura

Angular Programmer
Alura

UX Designer Formation
Alura

Certified UX Designer
(includes Visual Design and Figma)
Alura

Certified Angular Developer
Alura

Agile / Scrum Methodologies
GFT Group

Python
TalkPython

Flask
TalkPython

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ACHIEVEMENT HIGHLIGHTS

iRestify (Product Designer & Data Scientist):

- Designed and developed data-driven dashboards using Google Data Studio (Looker Studio), improving decision-making processes and boosting sales channel performance by 25%.
- Improved user experience by designing intuitive interfaces for complex datasets, making it easier for users to derive insights.

Pasquali Solution (UX Design Specialist & Front-End Developer):

- Designed and implemented user interfaces for three distinct clients, including two advertising agencies and an insurance company, improving usability and enhancing overall project performance.
- Implemented WCAG-compliant features, optimizing accessibility and ensuring inclusivity for all users.

OTHER COMPETENCIES

• Front-End Development:

Frameworks: Angular, TypeScript, RxJS, NgRx, SCSS, Kendo UI, Bootstrap
Testing: Unit Testing, API Mocking
CI/CD: GitHub Actions, Docker, Jenkins

• Backend Development:

Python: Flask, Django, SQL Alchemy
Node.js: Express, NestJS
Databases: PostgreSQL, MongoDB

• Data Analytics & Visualization:

MS Power BI, Google Data Studio, Data Integration, Dashboard Design, Report Automation

REFERENCE

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