

Doug Ribeiro

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Professional Summary

Senior UX/UI and Product Designer with over 16 years of experience in the IT industry, specializing in designing seamless user experiences and building highly performant, scalable front-end applications in the financial and insurance sectors. Proven expertise in visual design, Figma, and leading consumer-facing projects, with a strong focus on data-driven design to optimize user engagement across various platforms.

Initially starting as a UX Designer, I expanded my skillset to Front-End Development, mastering Angular (up to version 15) and TypeScript. I adeptly combine design and development disciplines, leading full project lifecycles from user research to deployment across web and mobile platforms (iOS and Android). Highly skilled in digital accessibility and WCAG compliance, I provide inclusive design solutions to ensure optimal digital experiences for all users.

Demonstrated ability to deliver innovative solutions in fast-paced environments and remote teams, leveraging Big Data Intelligence and tools like MS Power BI to transform complex data into actionable insights, supporting strategic decision-making and improving product performance.

Skills

UX Design

- **Design:** Figma, Adobe Creative Suite, Sketch, InVision, Visual Design, UX Design, Wireframing, Prototyping, Design Systems, Digital Accessibility, WCAG Compliance & Accessibility Tools
- **Research & Testing:** Usability Testing, User Research, Personas, Wireframes, Customer Journeys, Automated & Manual Testing (e.g., Wave, Axe, Andi), Big Data Intelligence
- **Project/Team:** Scrum/Agile, Client/Stakeholder Management, Creative Problem Solving, Prototypes, User Flows, Personas Creation, Rapid Prototyping, Google Workspace, Technical Documentation, Jira/Confluence, Looker Studio
- **Business Intelligence:** MS Power BI, Data Visualization, BI Tool Integration

Front-End Development

- **Technical / Coding:** Angular, TypeScript, Angular Material, SCSS/CSS/HTML, NgRx, RxJs, Bootstrap, API Integration, Capacitor, Kendo UI, Swiper, Screen Readers (basic understanding)
- **Version Control:** Git, GitHub, GitLab, Bitbucket
- **Deployment & CI/CD:** Docker, Jenkins, Postman

Backend Development

- **Python:** Flask, Django, FastAPI, SQLAlchemy, pytest, Automation
- **Node.js:** Express, NestJS, MongoDB, Mocha, Microservices
- **General:** AWS, GCP, Azure, PostgreSQL, MySQL, NoSQL, JSON, GraphQL, CI/CD & Testing Automation, REST APIs

Professional Experience

Lead UX Designer & Angular Developer (Remote)

Wonderlabs Technologies · Montréal, QC - November 2021 - December 2023

Overview:

Wonderlabs Technologies is a Canadian fintech company specializing in developing digital solutions for financial institutions. I was involved in two major projects related to credit card management and payment solutions, focusing on enhancing user experience and front-end development.

Project 1: Business Credit Card Management Platform

Developed a web-based platform for business credit card management. This platform allowed users to create and manage virtual cards, monitor transactions, set card limits, and manage reward programs for PayPal.

Project 2: Consumer Credit Card Mobile App

Developed mobile-oriented features for a credit card app available on Android, iOS, and web platforms. The app enabled users to apply for credit cards, check balances, issue virtual cards, manage limits, and access rewards programs.

Responsibilities:

As Lead UX Designer

- **Design System Ownership:** Created and maintained the comprehensive design system for consistency and scalability across projects.
- **End-to-End Prototyping:** Led the prototyping process, from initial concept through user testing, driving a 25% increase in user engagement.
- **Feature Documentation & Discussion:** Documented and facilitated discussions on feature requirements, collaborating with stakeholders to align on project goals and ensure smooth implementation.
- **UX Documentation:** Produced detailed wireframes, flow maps, and customer journeys to guide the team's development and support effective testing and feedback.

As Angular Developer

- **High-Performance Development:** Led development using Angular (v15), TypeScript, and NgRx, achieving a 30% reduction in load times through optimized data handling.
- **API Integration:** Designed and integrated REST API services, ensuring efficient front-to-backend communication.
- **CI/CD Automation:** Configured CI/CD pipelines with Docker and Jenkins, maintaining consistent environments across development, testing, and production.
- **Multilingual & Accessibility Support:** Enabled multilingual support with ngx-translate and ensured WCAG compliance, enhancing global accessibility.

Key Technologies:

Angular | TypeScript | NgRx | RxJS | SCSS | HTML5 | CSS3 | Angular Material | Capacitor | Git | GitHub | Docker | Jenkins | API Integration | UI/UX Design

UX Lead & Product Designer (Remote)

Strongest Families Institute · Halifax, NS - April 2021 - December 2021

Overview:

Strongest Families Institute (SFI) provides bilingual mental health services

across Canada. The IRIS platform, developed by SFI, offers online interventions, data collection, and staff management for mental health care.

Project:

Revitalization of IRIS Platform: Led the redesign and modernization of the IRIS platform using Figma, improving user experience and preparing the platform for an investment round.

Responsibilities:

- **Platform Redesign:** Led the redesign of the IRIS platform, focusing on improving usability and user engagement.
- **Prototyping & Wireframing:** Created high-fidelity wireframes and interactive prototypes using Figma to visualize design concepts.
- **Stakeholder Collaboration:** Collaborated with stakeholders to align design solutions with business goals and user needs.
- **Rapid Iteration:** Implemented rapid design iterations based on user feedback, resulting in a 15% increase in user retention.
- **Design Artifacts:** Produced key design artifacts including wireframes, site maps, and customer journeys.
- **Accessibility Compliance:** Ensured WCAG compliance, optimizing the platform's accessibility for all users.
- **Workflow Optimization:** Streamlined workflows by gathering requirements and enhancing project efficiency.

Key Technologies:

Figma | UX Design | Prototyping | Wireframing | Stakeholder Management

Product Designer & Data Scientist (Remote)

iRestify · Toronto, ON - May 2020 - December 2020

Overview:

iRestify simplifies property maintenance by integrating technology with service solutions to modernize property management operations and enhance tenant experiences.

Project: Data-Driven Dashboard Design

Led the creation of data dashboards and trend analysis using Google Data Studio (Looker Studio) and MySQL, optimizing decision-making and performance reporting.

Responsibilities:

As Product Designer

- **Data-Driven Interface Design:** Designed intuitive dashboards and visual interfaces to improve user interaction with complex datasets, enhancing decision-making and user satisfaction.
- **Data Integration:** Developed and integrated MS Power BI into reports and dashboards, boosting sales channel performance by 25%.
- **Dashboard Development:** Designed KPI-focused dashboards to streamline decision-making processes across departments.

As Data Scientist

- **Big Data Analysis:** Analyzed large-scale datasets to derive actionable insights, facilitating data-informed strategies and optimizing product features for better user engagement.

Skills & Technologies:

Google Data Studio | MySQL | UX/UI Design | Data Visualization | Trend Analysis | Power BI

Front-End Angular Developer (On-site)

BNP Paribas Cardif · Brazil - August 2019 - December 2019

Overview:

BNP Paribas Cardif is a financial institution authorized by the Central Bank of Brazil and the Securities and Exchange Commission, specializing in fund management and investment funds distribution.

Project: Insurance Activation Portal

Developed a new insurance activation portal, replacing the previous call center-based process. This improvement reduced operational costs and streamlined the user experience.

Responsibilities:

- **Portal Creation:** Developed the insurance activation portal from scratch, improving the user experience and increasing portal usage by 30% compared to the previous version.
- **Cost Reduction:** Reduced operational costs by 40% through process automation and modernization, improving efficiency.
- **Cross-Browser Compatibility:** Ensured seamless performance of UI/UX designs across multiple browsers, ensuring accessibility for all users.
- **UI/UX Design Integration:** Incorporated user-centric design principles to enhance usability and accessibility, improving overall user satisfaction.
- **Frontend Development:** Utilized Angular, TypeScript, SCSS, HTML5, CSS3, and Angular Material to build and optimize the frontend.
- **API Integration:** Integrated APIs to enable smooth communication between frontend and backend systems.

Key Technologies:

Angular | TypeScript | SCSS | HTML5 | CSS3 | Angular Material | Git | GitHub | UI/UX Design | API Integration

User Experience Design Specialist & Front-End Developer (On-site)

Pasquali Solution · Brazil - February 2019 - August 2019

Overview:

Pasquali is one of the most experienced IT service providers in the region, known for its highly skilled technology professionals.

Project: Client Solutions

Designed and implemented user interfaces for three diverse clients, including two advertising agencies and an insurance company, improving usability and overall project performance.

Responsibilities:

- **Client Solutions:** Designed and implemented user interfaces for three diverse clients, enhancing usability and improving project outcomes.
- **Front-End Development:** Developed and optimized front-end components using

Angular, HTML, CSS, and JavaScript, ensuring improved client satisfaction and project results.

- **UX Involvement:** Collaborated with the UX team to create intuitive, user-friendly interfaces.
- **Accessibility Optimization:** Implemented WCAG-compliant features, enhancing accessibility for all users, including those with disabilities.
- **Performance & Responsiveness:** Optimized page load times and responsiveness, improving the user experience across devices.

Key Technologies:

Angular | HTML5 | CSS3 | JavaScript | UI/UX Design | API Integration

User Experience Design Specialist & Front-End Developer (On-site)

Grupo GFT · Brazil - January 2018 - February 2019

Overview:

GFT Group is a global IT services company, delivering custom software solutions for the financial industry, specializing in the design and development of innovative technology tailored to meet specific client needs.

Project: Custom Financial Solutions

Designed and developed tailored web solutions for financial clients, focusing on user-centered design principles to optimize both functionality and user experience.

Project: Sprint Design for New Product Development

Led a comprehensive sprint design involving all company departments to create a new product for a financial client. This initiative resulted in a new project with GFT, enhancing the company's relationship with the client.

Project: Financial Dashboard Creation

Developed a dynamic and interactive dashboard for a financial market management company, enabling real-time stock and investment tracking, analytics, and reporting.

Responsibilities:

As User Experience Design Specialist

- **UI/UX Design:** Designed intuitive user interfaces and engaging user experiences for web applications in the financial sector.
- **Agile Collaboration:** Worked in Agile/Scrum teams to deliver high-quality, scalable solutions, actively contributing to sprint planning, user story refinement, and iterative development cycles.
- **Cross-Department Coordination:** Collaborated with various teams (product, marketing, development, and design) to create new product solutions and validate them through user-centered design principles.
- **Sprint Design Facilitation:** Led a one-week Sprint Design to validate a new project concept with a client, involving all departments to ensure feasibility and alignment with the client's needs, ultimately resulting in a second project commission.
- **Accessibility Implementation:** Integrated WCAG accessibility standards to ensure inclusivity, including screen reader support, color contrast enhancements, and keyboard navigability.

As Front-End Developer

- **Real-Time Analytics Development:** Led the creation of a financial dashboard, enabling real-time data visualization and providing actionable insights for a financial market management company.
- **API Integration:** Designed and integrated REST API services, ensuring efficient front-to-backend communication.
- **Frontend Optimization:** Utilized Angular and other front-end technologies to optimize the performance and usability of web applications, focusing on enhancing user interaction and engagement.
- **Multilingual & Accessibility Support:** Integrated multilingual support and ensured WCAG compliance, enhancing the overall accessibility for diverse user bases.

Key Technologies:

Angular | HTML5 | CSS3 | JavaScript | UI/UX Design | API Integration | WCAG Accessibility | Real-Time Data Visualization | Financial Analytics | Dashboard Development

Angular Developer (Remote)

Wellabe · Germany - March 2017 - December 2017

Overview:

Wellabe provides workplace health check-ups and digital prevention programs, offering employees insights into their health through real-time results in the Wellabe app.

Project: Employee Health Check-Up Platform

Developed a platform to display employee health check-up results, eliminating paperwork and ensuring secure data access for both employees and employers.

Responsibilities:

- **Frontend Development:** Developed responsive user interfaces using Angular to ensure smooth user experiences across devices.
- **Collaboration:** Worked closely with backend teams to integrate and display health check-up results securely.
- **Code Quality:** Wrote clean, maintainable code and conducted code reviews to ensure quality standards.
- **Component Development:** Created reusable Angular components to improve development efficiency.

Key Technologies:

Angular | HTML5 | CSS3 | JavaScript | Bootstrap

Front-End React Developer (On-site)

Adoro Viajar S/A · Brazil - November 2015 - March 2017

Overview:

Adoro Viajar is an innovative travel agency focusing on user-centric design and advanced web applications to enhance customer experiences.

Project: Group Travel Platform

Developed a dynamic and interactive platform for group travel in Latin America, enhancing user engagement and satisfaction.

Responsibilities:

- **Feature Development:** Built dynamic and interactive features using React, enhancing user experience through seamless integration of pre-designed components.
- **Cross-Browser Optimization:** Optimized the platform for various browsers and devices, ensuring consistent performance and accessibility.
- **Usability Improvement:** Conducted usability improvements to ensure the platform met user needs, increasing satisfaction and engagement.
- **Collaboration:** Worked closely with the UX team to implement user-centered design practices and achieve project goals.
- **Performance Enhancement:** Ensured fast load times and smooth performance across all platforms by optimizing front-end code.

Key Technologies:

React | JavaScript | HTML5 | CSS3

Frontend Developer & User Experience Designer (On-site)

BNE - Banco Nacional de Empregos · Brazil - January 2014 - October 2015

Overview:

BNE is a leading tech company offering solutions for businesses to manage hiring processes, connecting over 23 million resumes with 142,000 companies across Brazil.

Responsibilities:

As Front-End Developer

- **Responsive Web Development:** Developed responsive websites and applications, enhancing user experience across devices, resulting in a 15% increase in user satisfaction.
- **Cross-Functional Collaboration:** Collaborated with back-end developers to integrate front-end components seamlessly with back-end services.

As User Experience Designer

- **Wireframing & Prototyping:** Created wireframes and prototypes to improve user engagement.

- **Usability Testing & Iteration:** Conducted usability testing and iterated on designs to enhance user satisfaction.
- **Knowledge Sharing:** Delivered a lecture on SEO and semantic HTML5 to improve project visibility and accessibility.

Key Technologies:

HTML | CSS | JavaScript | Bootstrap

Education

Diploma in bCo-op

Toronto School of Management · Toronto, ON - January 2020 - February 2021

Specialization in Big Data Science & Analytics, Information Technology

Courses and Training

- Typescript Developer - Alura
- Angular Programmer - Alura
- UX Designer Formation - Alura
- Certified UX Designer - Alura (includes Visual Design and Figma)
- Certified Angular Developer - Alura
- Agile / Scrum Methodologies - GFT Group
- Python - TalkPython
- Flask - TalkPython

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