JEFF GOMES

+55 11 94586-1817 | jeff.gomes.design@gmail.com   www.jeffgomes.com

I am a design professional. I majored Industrial Design. I have studied at Industrial Design Center, called ESDI - Escola Superior de Desenho Industrial - in Brazil. I have a post-graduated degree in Interaction Design. I also have a MBA's degree in Leadership, Innovation and Management 4.0. I currently work as a senior product designer at Hospital Israelita Albert Einstein. I have experience in leadership and in coordinating design teams.

› EDUCATION

• Leadership, Innovation and Mgmt 4.0 - MBA – **PUC** / 2020

• Interation Design - Post Graduate Course – **SENAC** / 2018

• WebMaster - Extension – **INFNET** / 2011

• Industrial Design - Graduation – **ESDI – UERJ** / 2010

› ADDITIONAL EDUCATION

• Design System – **MEIUCA**

• Design Ops / Design System – **HOW BOOTCAMPS**

• Usabilidade – **MERGO**

• Lean Inception – **DIRETO AO PONTO / CAROLI**

• Design Thinking Experience – **ECHOS**

• Scrum Master + Product Owner – **INFINITEWAY**

• Design Thinking – **POLO CRIATIVO**

› CERTIFICATIONS

• Scrum Fundamentals Certified – **SCRUMstudy**

› EVENTS

• **UXTUDO** - COORDINATOR
Event in partnership with SENAC RJ to discuss the importance of UX / UI professional in the current market. Monthly event open to the public.

› ADDITIONAL INFORMATION

• I accept proposals from other regions and I accept travels.

› EXPERIENCE

• **HOSPITAL ISRAELITA ALBERT EINSTEIN**
Position: USER EXPERIENCE DESIGNER SR. - 2020 - Today

• **AMCOM**
Position: LEAD DESIGNER UX/UI SR. - 2018 - 2020

Allocated at the Municipal Department of Education of São Paulo. Acting as UX / UI team leader with participation and collaboration in Design Thinking workshops.

• **EDIOURO**
Position: PRODUCT DESIGNER SR./COORDINATOR - 2013-2018

Responsible for assisting in the management of the Design team and development of online, mobile and graphic products of the Coquetel, PIXEL, Nova Fronteira and Petra stamps.

• **BLOOM DESIGN**
Position: DESIGNER - 2012 - 2013

Responsible for creating and developing digital material for the agency's clients.

• **TRAÇO DESIGN**
Position: DESIGNER - 2011 - 2012

Responsible for the development of yearbooks and children's books, as well as graphic material in general.

• **LABORATIVA**
Position: INSTRUCTIONAL DESIGNER - 2010 - 2011

Responsible for the development of educational material to other businesses and schools, focusing on education and corporate training.

› KILLS AND TOOLS

• INFORMATION ARCHITECTURE

• DATA ANALYSIS

• DIGITAL MARKETING

• DESIGN THINKING

• LEAN INCEPTION

• AGILE METHODOLOGIES

• USABILITY

• CARD SORTING

• EMPATHY MAP

• HEURISTIC ANALYSIS

• USABILITY TESTS

• PERSONAS

• USER JOURNEY

› SOFTWARE / CODE

• ABOBE PHOTOSHOP

• ADOBE INDESIGN

• ADOBE ILLUSTRATOR

• ADOBE XD

• AXURE

• SKETCH

• INVISION

• FIGMA

• MARVEL

• ZEPLIN

• HTML

• CSS

• JAVA SCRIPT (Basic)