

Contact

+55 11 993441825 (Mobile)
hello@flasa.me

www.linkedin.com/in/
flavioasantana (LinkedIn)
www.flasa.me (Personal)

Main skills

User Experience
Information Architecture
Visual Design

Languages

English (Professional Working)
French (Professional Working)
Portuguese (Native or Bilingual)

Honors-Awards

Hackathon FIESP 2014
Hackathon Saint-Gobain Brasil 2016
Angel Hack 2016
Hackathon ISBAN 2016
UX + Sketch Talk

Publications

DC Magazine
Fasul

Flavio Santana

Senior UX Designer (UI / IA). Co-founder at @coletivoux
São Paulo, SP, Brazil

Resume

Actually, I work with digital product design since 2009. I am a professional graduated in Graphic Design at Cruzeiro do Sul University and post-graduated in Information Architecture & User Experience at Impacta Technology High School. Also, I have different courses in UX Design industry.

I've worked with important clients like Renault (France), LG (Brazil), Brasil Pré-Pagos (Brazil), SESC (Brazil), Guaraná (Canada), Matera (Brazil) including countries Argentina, Malaysia, Montenegro and Peru.

My role is focused in skills like:

- * Information Architecture (sitemaps, taxonomy, etc...);
- * Interface Design (design systems, apps, websites, icons, etc...);
- * Wireframes & Prototypes (low, medium and high fidelity);
- * Flow chart & users scenarios;
- * Front-end development (HTML & CSS);
- * Usability tests;
- * Data Analysis (heat map, A/B tests, web performance);
- * Interaction design (micro-interactions using Flinto or Principle);

My job is available in www.flasa.me

Articles and thoughts about UX Design in www.coletivoux.com (only Portuguese)

Experience

GOL Linhas Aéreas Inteligentes

User Experience Designer & Analyst (UX e UI)

Dec, 2016 - Present

São Paulo, Brasil

- Analysis & Metrics in all interfaces of the digital channel;
- Wireframes, prototypes and interface design;

- Usability test analysis and improvements;
- Heatmap tool implementation;
- Heatmap tool analysis;
- A/B testing planning;
- Web Performance;
- Accessibility improvements;

UXpsyche

UX Consultant | Partner

Aug, 2018 - Present

São Paulo, Brazil

As UX Consultant Freelancer, I work to build solutions and helping companies to solve problems through design process.

Coletivo UX

Co-creator & Writer

Sep, 2016 - Present

São Paulo, Brasil

This collective was created to promote UX Design articles in Portuguese and generate discuss between the UX Professionals in Brazil.

Our main goals are:

- To promote the share and growth of UX articles in Portuguese.
- Bring the professionals to discuss and share ideas;
- Enrich the Brazilians professionals level and the UX scenario in Brazil;
- Share links, articles, speeches, events, tips and of course, EXPERIENCES;

{ Created by Flavio Santana e Odair Faléco }

<https://coletivoux.com/>

Design Culture

Writer

Mar, 2015 - Present

São Paulo, Brazil

I am one of the writers that share experiences writing articles about design, web and tools.

GuiaMais

UX / UI Designer

Aug, 2016 - Nov, 2016

São Paulo, Brazil

- As a digital product designer, I managed internal and external projects of design and business communication.
- I participated in briefing collaboration, meetings and process to understand the problems using the Design Thinking.
- I worked with low, medium and high fidelity, mockups and graphics interfaces for e-commerce, mobile applications and responsive websites.
- I applied usability and A/B tests to validate ideas and hypothesis.
- I evaluated the improvement needs from products in short, medium and long term using Scrum tools (Trello, Runrunit, Sheets, etc...)

Martin Luz

UX / UI Designer

Jan, 2015 - Aug, 2016

São Paulo, Brazil

- I worked directly as project management of mobile applications and websites, from interviews with stakeholders and validation, searching and users feedbacks.
- I worked with partners to align the business needs to promote a good relationship with all stakeholders.
- I made brands for graphic design projects and your implementation, interface design to mobile apps and websites for different clients.

9DT Studio

Co-founder and Designer

Jan, 2013 - Jan, 2015

Ribeirão Pires, Brazil

- As co-founder, I managed all web, print and visual identity projects for different clients.
- I managed the studio clients, jobs and new business;
- I worked with clients from others countries in package projects.

Intermidia - Planejamento de Mídia

Web Designer

Jan, 2011 - Dec, 2012

Ribeirão Pires, Brazil

- I worked as a web designer and front-end developer creating websites and HTML/CSS pages.
- I made brand design projects and visual identity.

Web Solutions Brasil

Designer Web

Nov, 2009 - Dez, 2010

São Paulo, Brazil

- I made banners, layouts for web and others graphics projects using HTML/CSS as part of the process.

Academic Resume

The Interaction Design Foundation

UX & Interaction Design, User Experience and Interaction

Design · (2019 - 2020)

Impacta Technology University

Master, Information Architecture and UX Design (2017 - 2018)

Universidade Cruzeiro do Sul

Degree, Graphic Design (2011 - 2012)