

MICHAEL JACOB

UI/UX DESIGNER

“ WE MUST DESIGN FOR THE WAY PEOPLE BEHAVE,
NOT FOR HOW WE WOULD WISH THEM TO BEHAVE.”

DONALD A. NORMAN

MICHAEL-JACOB@HOTMAIL.COM

MICHAELJACOB.COM.BR

11 98639.5597

SÃO PAULO/ BRAZIL

EXPERIENCE

● BRADESCO BANK

UI /UX DESIGNER | 2021–PRESENT

- Working as UX/UI creating wireframes, prototypes and navigation flows, for digital products/services within Bradesco. Such as Bradesco app specifically in the investment sector, and Bradesco investment portal to help users understand the product and help them in the decision process, also creating tools for Manager and Investment Advisor to make their job easier assisting there clients.
- Using the Design thinking processes and Agile methodology. Always acting with the development, research and writer teams, to achieve whats best for our users improving current features and adding new ones.

● FATOR INVESTMENT BANK

UI /UX DESIGNER | 2012–2021

- Responsible for UI design to create products such as system interfaces, apps, hotsites and social media communications.
- Wirefram and prototyping for financial products, with the development team, testing ideas and refining designs.
- Participation in branding projects, which resulted in repositioning the Fator brand and its sub brands with in the Financial Market.
- Layout and diagram for magazine, financial reports and annual book for the financial market.

● MFLOGIC

ART DIRECTOR | 2010–2012

- Responsible for layout creation of advertising campaign for online and offline project, for medium and large companies in the Pharmaceuticals Industry (Phizer - MERCK - Zambon - Bayer)
- Layout development and implementation for hotsites, JOOMLA, WORD-PRESS and Email Marketing.
- Design and developing layout for apps and e-learning projects to support doctors and commercial areas.

● IBM

WEB DESIGNER | 2008–2010

- Development, implementation and updates for all IBM websites, while Working closely with the QAs team to achieve AAA Level for WCAG. (US/Canada)

● ANIMATECH

ART DIRECTOR | 2007–2008

- Creating designs for medium and large companies, branding, print ads, websites, E-mail marketing and campaigns.

EDUCATION

· UX DESIGN CERTIFICATE

BELAS ARTES

2019

· GRAPHIC DESIGNER

ESCOLA PANAMERICANA DE ARTE

2010

· BACHAREL IN HOTEL MANAGEMENT

ALEXANDRIA UNIVERSITY

2003

SKILLS

USER EXPERIENCE (UX)

USER INTERFACE (UI)

DESIGN THINKING

AGILE METHODOLOGY

LEAN UX

GRAPHIC DESIGN

HTML&CSS

TOOLS

ADOBE SUITE

FIGMA

ADOBE XD

INVISION

MIRO

WCAG

LANGUAGES

PORTUGUESE NATIVE

ENGLISH NATIVE

ARABIC NATIVE