MICHAEL JACOB

PRODUCT DESIGNER

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EXPERIENCE

● BRADESCO

PRODUCT DESIGNER | 2021– PRESENT

- Creating and developing wireframes, prototypes, and navigation flows for products and services in the investment market.

- Development of prototypes and restructuring the user experience for the investment portal.

- Creating and developing prototypes of internal systems for investment managers and advisors.

- Researching competitors and creating benchmarks to identify opportunities.

- User research and the development of action plans.

- Understanding and analyzing the flows and usability of products and services.

● FATOR INVESTMENT BANK

UI/UX DESIGNER | 2012–2021

- Wireframe and prototyping for investment products with the development team and refining the design and user flow.

- UI development for products such as system interfaces, apps, websites, and social media communications.

- Participation in branding projects for repositioning the Fator brand and its subbrands within the market

- Layout and diagrams for magazines, financial reports, and annual books for the financial market.

- Art development for events, publication of new vacancies, and marketing publications.

● MFLOGIC

DIRETOR DE ARTE | 2010–2012

- Layout development for advertising campaigns for online and offline projects for medium and large companies in the pharmaceutical industry, including Phizer, MERCK, Zambon, and Bayer.

- Website development and implementation using HTML and CSS.

- Designing and developing layout for apps and e-learning projects to support the medical and commercial departments

- Icon and logo development for apps.

● IBM

WEB DESIGNER | 2008–2010

- Development, implementation, and updating IBM websites using HTML and CSS for EMEA, the US, and Canada.

- Experience with QA and accessibility WCAG Guidelines.

EDUCATION

UX DESIGN CERTIFICATE
BELAS ARTES - 2019

GRAPHIC DESIGN
PANAMERICANA DE ARTE - 2010

HOTEL ADMINISTRATION
ALEXANDRIA UNIVERSITY (EGYPT) - 2003

SKILLS

USER EXPERIENCE (UX)

USER INTERFACE (UI)

DESIGN THINKING

AGILE METHODOLOGY

LEAN UX

GRAPHIC DESIGN

HTML&CSS

TOOLS

ADOBE XD

ADOBE SUITE

FIGMA

INVISION

MIRO

WCAG

LANGUAGES

PORTUGUESE   NATIVE

ENGLISH   NATIVE

ARABIC   NATIVE