

TIAGO FERNANDES CORREA

UX DESIGNER - UX RESEARCHER - UX LEAD

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[Portfolio](#)

About me

Innovative and strategic UX Lead with over 10 years of experience in UX/UI design, project management, and leadership in the tech industry, particularly in cryptocurrencies.

Demonstrated expertise in user-centered design, information architecture, and prototyping.

Proven track record in leading cross-functional teams, driving research and innovation, and aligning digital products with business goals. Brazilian native with Italian citizenship.

Experience

AutoVentures North America - Portsmouth, NH - United States · Remote

Product Design Consultant (oct 2021 - present) - *2 years and 4 months*

- Guided interaction design and information architecture, ensuring a user-centered approach throughout the product lifecycle.
- Developed prototypes to validate and refine user experiences.
- Collaborated closely with technical teams, embedding user needs and business objectives into product development.

Ripio - São Paulo - Brazil & Buenos Aires - Argentina

UX Lead (jun 2022 - jul 2023) - *1 year and 1 month*

- Led an international team in a major refactoring of the app's customer experience, focusing on user segmentation and personalization to enhance engagement.
- Achieved a record-time delivery for the project, which was highlighted by the CEO at a major cryptocurrency event.
- Conducted extensive user research and connected insights with data analytics to drive personalized user experiences.
- Established UX processes and workflows, fostering innovation and strategic growth within the UX team.

Mercado Bitcoin - São Paulo-SP - Brazil

Senior UX Researcher (aug 2021 - jun 2022) - *11 months*

- Founded and integrated a comprehensive UX research framework, positioning the company as a leader in user experience.
- Led a design team of 25 members during a period of strategic rebranding and team development.
- Implemented primary research techniques, including user interviews and usability testing to validate and refine user experiences.

CI&T - São Paulo-SP - Brazil

Senior UX Designer (jun 2018 - aug 2021) - *3 years and 3 months*

- Conducted Design Thinking workshops and applied innovative ideation tools to address complex business challenges.
- Enhanced business outcomes through strategic design, leading to significant improvements in project effectiveness.

- Facilitated stakeholder communication, ensuring that client needs and project goals were aligned throughout the design process.

Invillia (former S2it) - Araraquara-SP - Brazil

UX Designer (oct 2016 - jun 18) - *1 year and 9 months*

- Specialized in Design Thinking and Design Sprints, conducting user interviews, persona creation, and usability testing.
- Developed responsive web and mobile design solutions, supporting development teams and enhancing user experience.
- Worked extensively on information architecture, ensuring clarity and coherence in design layouts.

R2T Tecnologia Inteligente - Araraquara-SP - Brazil

Co-founder & UX Designer (sep 2015 - sep 2016) - *1 year*

- Led technology and innovation projects, driving user-based design and accessibility initiatives.
- Applied Design Thinking to IoT projects, enhancing user experience and developing robust information architecture.
- Fostered a culture of continuous improvement and innovative thinking within the team.

Thomson Reuters - UX Consultant - *1 year and 1 month*

Digimagem Filmes - Web Designer - *10 months*

Cast Informática - Web Designer - *2 years and 4 months*

Education

College | 2009-2013

Data Processing - FATEC Taquaritinga

Technical School | 2006-2008

Computer Technician - ETEC Sylvio de Mattos Carvalho

High School | 2005-2008

ETEC Sylvio de Mattos Carvalho

Specializations

2023 - Sol Mesz - Product Design

2021 - Mergo - Value Proposition Design

2019 - Mergo - Customer Discovery in Dual-Track

2014 - UXDay Campinas - Ogilvy & Mathers

2012 - TrimarchiDG - Graphic Design International Conference - Mar del Plata – Argentina.

2011 - Object Oriented Programming – Java - Cast Informática (400 hours)

Languages

English - Fluent/Native

Spanish - Intermediate (B2)

Italian - Elementary

Portuguese - Fluent/Native