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## HENRIQUE CRAFTS JOURNEYS INTO VISUAL & EXPERIENCES TO ENRICH GOOD IDEAS.

Coming from a graphic design education in Brazil he designs UX flows, wireframes, UI comps and prototypes, logotypes, icons & illustrations. Henrique is always available to discuss projects and concepts with inspired teams.

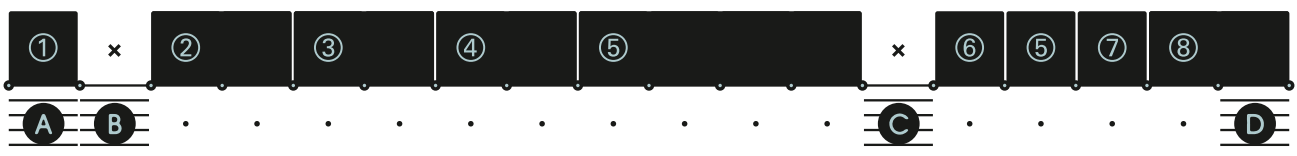
### SKILLS AND COMMUNICATION

User Interface Design (UI), User Experience (UX), Product Design, Usability, Studies, Wireframing, Prototyping Tools, Graphic Design, Vectorial, Illustrations & Icons.

English: Fluent / Italian: Very Good Command / Spanish: Good Command

### WORK EXPERIENCE AND EDUCATION

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|-------------------------------|--|
| ① 2004/05 Folha               | A. 2001-05 Universidade Est. de Londrina             |
| ② 06/08 Cricket Design        | B. 05 University of Cambridge, United Kingdom        |
| ③ 08/10 Nuova! Design         | C. 16-17 Scuola Politecnica di Design, Milan, Italia |
| ④ 10/12 ITBN                  | D. 21 Google UX Design Certificate (Remote)          |
| ⑤ 13/17 e 2018 EPR Group      |  |
| ⑥ 17 Visualforma + Choice Std |  |
| ⑦ 19/20 Fluxonaut             |  |
| ⑧ 20/21 DXC Technology        |  |



## WORK EXPERIENCES DETAILED

### 2020-NOW · DXC TECHNOLOGY

My role at DXC is to plan products (UX/UI Design), and aid Design Thinking Workshops in order to develop presentations, wireframes, prototypes and UIs to supply our clients and their business.

### 2020-19 · FLUXONAUT (CYTRUSIS)

A startup that develops a customizable real-time information aggregator to speed up the way people consume information. Working as a Lead UX/UI Designer my goal there was to create journeys and UIs to enhance all non-used features of the software. After shipping V1 I gathered decisions into a Design System, providing a solid path to be followed by the team.

### 2019-18 · FULLTIME FREELANCER

After another collapse of the Brazilian economy the EPR Group lost its Investors and new business in Innovation were unable to gain tracking — which lead me back to Freelancing by myself.

### 2018 · EPR (REDPILL/SQUARE/ARVOS)

As I returned from Italy I rejoined the group. My role was to plan products (UX/UI Design) and help to sell ideas and marketing services. Working from Branding to Marketing, studying Business Models to add value with prototypes and interfaces to produce MVPs.

### 2017 · CHOICE STUDIO (MILANO, ITALIA)

There I worked for a period related to Master's CV rules. Alongside a brilliant mentor (Mr. Samuele Savio) I was able to refine my knowledge/practice of Semiotics, Typography, Graphic Design and Branding.

### 2017 · VISUALFORMA (REMOTE PORTUGAL)

Visualforma is a portuguese IT development company that creates software for the worldwide Hotel Management market based in Faro. My role there was to support Visualforma's Design Team and transform wireframes and user needs into interfaces and prototypes for their Saas main solution, Omnibeas.

### 2017-13 · EPR (REDPILL/SQUARE/ARVOS)

I've joined this group to create marketing materials. As we provided IT Consulting and Software Architecture services my role was to study & present solutions, products and services — from planning (UX Design) to MVP presentations (UI Design).

### 2015 · YIPPA

Working remotely (from Brazil) I have collaborated with Yippa Studio of Seattle (USA) as Graphic Designer and UI Designer.

### 2015-14 · SKETCHDECK

Working remotely (from Brazil) I was one of the team members of this startup created to develop Powerpoint and Keynote Presentations on demand in Mountain View (USA).

### 2012-10 · ITBN

My projects at Interactive Transmedia Branding Network used to involve research, design and prototyping innovative products such as Digital TV apps and a system to automate mapping on clickable videos. There I had the opportunity to grow as a cocreator, getting deeper in UX & IoT.

### 2012-16 · PART-TIME FREELANCER

Since my graduation as a Designer I have been always developing freelance projects. Among them, I worked on projects in Branding, Web Design (UI/UX Designer), Print and Social Media.

### 2010-08 · NUOVA DESIGN

At Nuova! I was responsible for more functions than been before. From planning experiences (AI, before UX) to Interface Design for websites, portals, intranet sites and corporate material. Supervised by great tutors I've evolved significantly carrying Usability and Consistency as key concepts to my professional life forever.

### 2008-06 · CRICKET DESIGN

After returning from London I've moved to Sao Paulo to worked at Cricket, a digital agency (now MediaMonks). Tasks there were related to all kinds of web production back them: animated and static ads, hotsites and portals, game layouts, interactive CD-Roms and Branding.

### 2005-04 · JORNAL FOLHA DE LONDRINA

The biggest newspaper in the state was my first professional experience. My tasks there consisted on studying web portals to design and iterate the first online version of the newspaper. I was also responsible for banners, campaigns and special projects in collaboration to the Creative Office of Print Dept.

