



Carlos Winter

UI/UX Designer

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Summary

Since my childhood I love design.

I have more than ten years of experience in Information Architecture, Interaction, Interface, UX Design and leading a team of designers.

I work close to clients understanding their needs. Doing user research, interviews, usability testing with sketches and prototypes. Creating modern, beautiful and responsible interfaces. And leading designer's teams.

With these skills, I have been creating Web Sites, Intranets based on Microsoft SharePoint, Mobile Apps.

Also, I taught Web Design and Front-end at the Student to Business Program from Microsoft for three years.

I'm always reading and constantly learning about new design techniques, such as micro-interactions, conversational interfaces, using AI and chatbots.

Education

2012 - 2013: Pontifícia Universidade Católica – Rio De Janeiro – Graduate Course – Interface Ergodesign: Usability and Information Architecture

2000: Centro Universitário da Cidade – Rio De Janeiro – Workshop – Creating Types with Edward Benguiat (One of the most famous American Typewriters who created New York Times and Playboy Logotypes)

1999: New York School of Visual Arts – Rio De Janeiro – Workshop – Web Design.

1999 - 2002: Centro Universitário da Cidade – Rio De Janeiro – Graduation – Product Design.

Work Experience

2016 - present: UI/UX Designer at Modulo Solutions

I'm working as a UX researcher and interaction designer to build a Digital Cloud Platform to the development of new Products and solution to our clients.

This new platform will replace the Risk Manager, which is the company's main product.

My task goes from visiting the company's clients to understand their needs, helping define product's backlog, to create new interfaces and experiences, prototypes, conduct user testing.

Our current challenges are to use artificial intelligence and conversational interfaces to help user do their tasks in a more natural flow.

2005 - 2016: UI/UX Designer at Microsoft Innovation Center and Allen Brazil

I was the first designer at the company and responsible for creating the design's department. My first challenge was to learn how to customize Microsoft SharePoint and build the information architecture, interface and front-end design for the Intranet of 2007 Rio Pan American Games, for Brazilian Olympic Committee. The result was a success, and helped to improve the company's visibility by their clients.

After that other projects came like the intranet for Halliburton's Word IT Service's Intranet and BHP Billiton Brazil's Intranet.

I led the design team, and we adopt and disseminate User Centered Design, bringing clients closer to the projects. I Did and helped the team to do user researches and interviews, user testing, creating personas and heuristics evaluations.

One of the main goals was to define our design process, which combines some lean design and agile methods. The process has 5 iterative steps:

1. To Listen the client and their initial needs (with this process in many times we discovered that the real needs weren't what they used to talk us) and discover their costumers, the users we need to know to do the research;
2. Do initial users research to understand their behaviors and needs;
3. Do a lean ideation cycle with brainstorming, draw sketches, paper prototype and fast user tests, bringing sometimes our client and some developers to this step;
4. After clearing the better way to follow create the UI and the code;
5. Doing more tests and with the feedback starting the process again to a new sprint;

By these changes, we delivered better projects, with better user experiences and our clients achieved higher results in their business. In 2015, we won a Microsoft Partner Award as third best project of the world and first in Latin America.

1999 - 2002: Designer Trainee at Centro Universitário da Cidade

In the first half of the design college I searched for opportunity as a designer trainee in their own college, then got it. So, I could learn product design, 3D modeling, rendering and animation.

I also learned Visual and Web Design, doing sites like Rio de Janeiro's Green Map System (worldwide organization mapping of green areas and tourist sites of cities).

And I was responsible for the visual programming of the stand in the exhibition Salone Satellite in Milan, the college was invited to participate.

Skills Languages:

- Portuguese (Native);
- English (Proficient).

Design:

- Information Architecture (IA);
- Interface (UI);
- Interaction Design (IxD);
- Human Centered Design (UCD)
- UX strategy;
- Strategic design and Design thinking (learning about);
- Front-end: HTML 5, CSS 3.

Some Research Design Techniques that I use and what I am specialized formed by one of the most respected universities in Brazil:

- **Survey:** I use this method to have more quantitative results, when the costumers isn't so easy to access or when a need to discover who they are, and collect them to futures interviews and tests;
- **Interviews:** It's good to have more qualitative information, and when you know better who is the costumer;
- **Task analysis:** Which consists in observing the user doing a task (recording audio and video) to understand how user interact with an existing system and how they achieve their goals;
- **Contextual Interview:** Making interview where the user works, and asking him to do the work to understand their needs and problems;
- **Usability Testing:** We create some scenarios and ask for the users to do the tasks recording it in a controlled environment;
- **Cooperative-Evaluation:** I consider it better than Usability Testing by letting me conduct the test in user's environment, in a less formal way. It allows us to conduct the test and discover the problems faster.

Tools:

- **Adobe:** XD, Photoshop, Illustrator, InDesign, Dreamweaver, Acrobat Professional;
- **Microsoft:** Office, Office 365, SharePoint and SharePoint Designer, Expression;
- **Autodesk:** 3D Studio Max, Alias Studio, AutoCAD, Revit;
- **Outros:** Mind Manager, Axure, Sketch, InVision Prototype, Marvel Prototype, Sublime Text.