

# Arnon Cardoso Cornette 🖐️

## Product Designer

Linkedin: [Click here!](#)

Portfolio: [Click here!](#)

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## EXPERIENCE

### Product Designer - Despachante Dok - 2022 to present - Remote.

Fintech seeks to reduce bureaucracy and help car owners when paying their vehicle taxes and fines in Brazil.

- I Developed new products from the discovery stage to prototypes and handouts for the engineering team.
- I used different quantitative and qualitative research techniques to generate vital insights for the creation of successful products, and I coordinated a small user research team.
- Built a new design system as a basis for a new company expansion in new platforms and sales channels.
- I designed and built several low and high-fidelity prototypes to test complex products using Figma and user-testing them in usability tests.
- I did multiple usability benchmarks and raised backlog items to prioritize them later in search of quick wins.
- Facilitated discovery and sprint workshops with team members and stakeholders.
- I supported the HR team in hiring other product design professionals.

### Product Designer - SimplifiCAR - 2022 - Remote.

*I used product design techniques to identify problems and build an innovative project to simplify the daily life of vehicle owners. [Click here to see the case.](#)*

- I identified a problem that affects thousands of people and built a business plan for a solution that would address their needs.
- I performed quantitative and qualitative research using questionnaires and in-depth interviews to validate business and user hypotheses and quickly generate learning.
- I analyzed the data collected during the surveys and identified specific niches with unique opportunities.
- I mapped user journeys to identify user pains and opportunities.
- I prioritized the most relevant problems, solutions, and features for building prototypes and MVP.

- I built and tested a series of prototypes for testing at different levels of fidelity, evolving the solution through multiple batteries of usability tests.

### UI Designer - Aline Cobra Design - 2020 to 2022.

*Aline Cobra Design e Arquitetura is a boutique design office focused on high-end residential and corporate interiors, with projects for large companies such as LATAM Airlines Brasil and Integralmédica Suplementos Nutricionais S/A.*

- I created a new concept for a new website focused on the firm's specific clientele, based on information provided by the advertising team.
- I designed the entire interface for the website and implemented it with the development team.
- I developed a new visual language for the office's technical drawings.

### PREVIOUS WORK EXPERIENCES

- Architect at Estúdio Zero Um 2021 - 2022, Itajaí, SC
- Architect at Carlos Rossi Arquitetura - 2019 - 2020, São Paulo, SP
- Intern at Aline Cobra Design e Arquitetura - 2017 - 2019, São Paulo, SP

### TRAINING

#### 2022 UX Unicórnio | Formação UX/UI Designer

2020 Arquitetura e Urbanismo, UNASP-EC

### SKILLS

#### SOFT SKILLS AND COLLABORATION

Critical Thinking, Effective Communication and Self-Management, Leadership, Agile Methodologies, and Scrum.

#### UX RESEARCH AND DATA ANALYSIS

Qualitative and Quantitative Research, Interviews, Questionnaires, DesignOps and ResearchOps, Atomic Research, Competitor Analysis, Business Plan, 5W1H.

#### UX/UI DESIGN

Product Discovery, Interface Design, Usability Tests, Style guides Documentation, Design Systems, Personas, User Journey Maps, User flows, Responsive Prototypes, Wireframes, Low and High Fidelity Screen Prototypes, A/B Testing, Usability Testing, Material Design (Google), and Apple UI Guidelines.

#### PROTOTYPING AND DESIGN TOOLS

Figma, FigJam, Miro, Maze, Dovetail, Glide, Photoshop, Illustrator, Indesign, Notion, ClickUp, MS Teams, Slack, MS Office, Blender, HTML, CSS, and WordPress.

#### TEAMWORK

Agile Methodologies/Scrum, Lean UX, Sprint, and Sprint 2.0

#### CERTIFICATES

SCRUM FOUNDATION PROFESSIONAL CERTIFICATE - SFPC™ - CertiProf™ - 2022

#### LANGUAGES

**English - Advanced** (Fluent with 2 years of work experience in the USA)

Portuguese - Native