

Kaue Oliveira Maia

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SKILLS

- **Design thinking** – Solve design problems by prioritizing the user needs in different platforms: empathize, define, ideate, prototype and test.
- **Research** – Understanding the user with qualitative and quantitative research as well as surveys, interviews (moderated/unmoderated), Analytical skills, Define personas, affinity diagrams, card sorting, tree tests, A/B tests, usability tests, competitive analysis and heuristic evaluations.
- **Software, languages and tools** – Ms Office, Prototyping and mockups with Figma and Adobe CC Suite (XD, InDesign, Illustrator, Photoshop), Procreate, basic HTML and CSS, research with Miro, type form, Optimal Workshop, Mazy and usability hub.
- **Soft skills** –Empathy, storyteller, analytical skills, problem solver, curiosity, flexibility, collaboration and teamwork.

WORK EXPERIENCE

Illustrator and User Experience designer • Freelance, Brazil, Europe. Oct 2008 - Present.

Planned and conducted user research and competitor analysis, interpreted data and qualitative feedback, and created user flows, personas, storyboards and illustrations. Determined information architecture and designed sitemaps, UI artist of flows, wireframes, prototypes with visual effects, animation and usability testing.

UX-UI Designer RadmolAi • AI Start up, Ireland. May. 2023 – Present.

Planned and conducted user research and competitor analysis, interpreted data and qualitative feedback. Also determined information architecture and designed sitemaps. UI artist of flows, wireframes, high-fidelity prototype and usability testing.

UX-UI Designer collaboration• Simio Digital - Webdesign agency, Spain. Jan. 2023 – Present.

Planned and conducted user research and competitor analysis, interpreted data and qualitative feedback, and created user flows, personas, storyboards and illustrations. Determined information architecture and designed sitemaps, UI artist of flows, wireframes, prototypes with visual effects, animation and usability testing.

Content moderator • Telus Barcelona, Spain. 2018 - 2021.

Reviewed thousands of contents in Portuguese Brazilian and empathized with users. Applied different policies and guidelines. Teamwork, maintain the accuracy, comply with regulations, communication and collaboration with team managers and stakeholders in daily sessions based in Agile methodology to improve the workflow.

User Interface designer for “As Aventuras de Maria Bola” • IMA-AL, Brazil - 2019.

As Aventuras de Maria Bola. Publisher “Instituto do Meio Ambiente-Alagoas”. Adapted three books of the childhood illustrated series "As Aventuras de Maria Bola" to a webpage with audiobooks. UI layout, prepared visual and interaction design from prototyping and testing until implementation.

Illustrator and Graphic designer for children's book • Publisher Moura Ramos, Brazil - 2017.

“Cade a Manchinha que estava aqui?”. Planned and made a childhood book from Wireframe, low and high-fidelity prototype from iterate and publishing.

Technical Support and Customer service • Google Hardware at Sellbytell, Spain 2015 - 2017.

Provide help and answers to users with technical issues by identifying the problem, searching for answers, and providing guidance. Support customers in the correct use of products and assessment of system problems on Google devices and the internet of things.

EDUCATION AND CERTIFICATIONS

UX Design • Brainnest - 2023

UX Research and design • University of Minnesota - 2023.

UX Design Professional Certificate • Google - 2023.

Introduction to advanced webpages • Foment Formació, Spain - 2022.

Production of multimedia graphic products • Foment Formació, Spain – 2019 - 2020.

Illustration Higher degree Cycle • Escola Massana, Spain - 2013 - 2015.

BA Social Sciences- Anthropology and Sociology • University Federal of Alagoas, Brazil - 2005 – 2011.

LANGUAGES

Portuguese and Spanish • Native or bilingual proficiency

English • Professional working proficiency

French • Limited working proficiency

Catalán • Limited working proficiency