



Simone Ferreira

Product Designer e Architect

I want to develop products that can bring out the best emotions in people, regardless of the scale of the product.

Being in technology environment makes possible to combine two passions, people and technology. I like to work in collaborative environments and dealing with people from different backgrounds.

I'm very communicative, curious, positive, flexible, and a problem solver.

Languages

Portuguese - Native

English - Fluent

Spanish - Intermediate

German - Basic

Contact

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Social Media

Portfolio simoneferreira.com

LinkedIn [/simoneferreira](https://www.linkedin.com/in/simoneferreira)

Medium [@scferreira](https://medium.com/@scferreira)

Work Experience

Boa Vista SCPC - Product Designer

May 2021 - moment

- Collaborating very closely with product management and Developers as well other members in the design team
- Conducting user reserach, information architecture, usability test, data analysis, wireframing, prototyping, interaction design.

VELT Partners - UX Designer

Mar 2020 - May 2021

- Developement of internal products, since discovery to high fidelity prototipes through Design Thinking.
- Research and analyzed the business needs and motivations using quantitative and qualitative methods.
- Conducted User Research, Competitor Analysis and Surveys
- Collaboration with developers as well other members in the company supporting all design

Rocco Arquitetos - Architect

Jan 2011 - Jan 2019

- Collaborated in all stages of architectural projects, from ideation to implementation.
- Participate in day-to-day construction operations, including projects, management of construction costs, and schedules
- Coordinate project activities among clients, contractors and constructors

Education

PUC-RS

2021 - moment

Postgraduate Degree - UX Design and Beyond

IronHack - São Paulo

2H 2019

UX/UI Design Bootcamp (400 hours)

Frankfurt University of Applied Sciences

1H 2019

Master of Advanced Architecture - Summersemester

Centro Universitário Belas Artes de SP

2005/2010

Bachelors in Architecture and Urban Planning