Mauro José Soares

Product Designer (UX/UI) - Web, Web3, AI

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Professional Summary

Product Designer with extensive visual expertise developed over 14 years of design experience and a strong foundation in web development. I began and built my professional path in communication agencies, working as an art director for brands across various sectors, including major names such as Ahlstrom-Munksjö, Akzonobel, Johnson & Johnson, and NSG. In addition, I worked independently on visual and web development projects, with recognized and award-winning work. I am currently focused on designing and developing products for the web, web3, and AI.

Professional Experience

Verge Strategic Partnership

Art Director (June/2017 – today)

- Developed and executed creative visual assets for digital campaigns, social media, presentations, events, and printed materials for companies across several sectors, including Ahlstrom-Munksjö, Akzonobel, Johnson & Johnson, and NSG.
- Contributed strategic solutions by participating in the development of creative concepts for campaigns and projects.
- Ensured visual quality and consistency by following brand guidelines and maintaining high standards of excellence.
- Collaborated with multidisciplinary teams to ensure cohesion across campaigns and projects.

Rakoon.fun Dapp

UX/UI Designer (October/2024 – July/2025)

- Collaborated with the other founders to build a platform that simplifies token launches in Web3.
- Created the project's visual identity.
- Designed interfaces, flows, prototypes, and the Design System.
- Worked closely with developers to implement the interfaces.
- Conducted desk research, user research, and usability testing.
- Reached R$ 250,000 in transaction volume, over 200 tokens created, and approximately 500 users.

Dexter Dapp

UX/UI Designer (January/2024 – January/2025)

- Redesign of the platform, creating wireframes, prototypes, responsive interfaces, and the foundation of a new Design System.
- Structured flows, user journeys, and information architecture.
- Validated hypotheses and conducted interviews and usability tests.
- Reduced by 35 percent the time required to create and confirm an order.
- Reduced by 50 percent input errors and manual corrections during the trading flow.
- Increased by 90 percent the perceived clarity of the trading dashboards (based on user feedback).
- Improved the clarity of communication between the platform and the user.

Achievements and Awards

Astrolescent Hackathon (Radix DLT) – 1st Place

Online (2025)

- Built AI-powered crypto assistant using real DeFi data.
- Recognized as best AI + DeFi solution.

European Blockchain Hackathon (Radix DLT) – 5th Place

Spain (2024)

- Developed launch platform with international multidisciplinary team.

National Catholic Music Award – Graphic Project of the Year

Brazil (2017)

- Graphic Project for a Catholic Rock band.
- Designed album visual identity and complete graphic project.

Education

- MBA in Interaction Design - XP Educação (2018–2019).
- Bachelor's in social communication - UNITAU (2009–2012).

Courses and Certifications

- UX/UI Certification – Google (2021)
- EBAC UX Design Bootcamp

Tools

- Figma
- Adobe Suite
- Claude.AI, Chat GPT, Leonardo.ai, Whisk AI, Lovable

Design skills

- UI design
- Prototyping
- Persona
- Research
- Flow charts
- User Journey
- Design system
- Information Architecture
- Testing

Technical Skills

- HTML
- CSS
- Javascript
- Typescript
- Next.js
- Node.js
- N8N

Soft skills

- Communication
- Collaboration
- Adaptability
- Problem solving
- Attention to detail
- Empathy

Languages

- Advanced English
- Native Portuguese