Mauro José Soares

UX/UI Designer

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Experience:

Rakoon.fun DApp – Co-Founder | Product Designer (*Oct 2024 – present*)

- UX/UI Design - creation of visual identity, user flows, and platform interactivity.
- Design System - ensuring consistency and scalability of components.
- Conducting user research and usability testing to optimize the experience.
- Monitoring metrics and analyzing user behavior for continuous improvements.
- Communication - social media posts, illustrations and motion graphics.
- Strategy - adjust the features to align with long-term growth opportunities in the Web3 space.
- Engagement - designed and coded the Rakoon Bot on Telegram and began a gamification system.

DeXter DApp – Volunteer UX/UI Designer (*Jan 2024 – present*)

- Platform redesign - creation of wireframes, prototypes, and interface design.
- Conducting interviews and tests, ensuring data-driven user experience.
- Implementation of a Design System to standardize interface components.
- Applying usability heuristics to improve platform navigation and accessibility.

Verge Parceria Estratégica – Art Director (*Jun 2017 – present*)

- Development and execution of visual campaigns.
- Creation of visual identities and branding.

Education:

- **MBA – Interaction Design –** *IGTI - Instituto de Gestão e Tecnologia da Informação, 2018 - 2019*
- **Bachelor's in advertising and Propaganda –** U*NITAU, 2009 - 2012*
- **UX/UI Bootcamp –** *EBAC, 20h - 2021*

Technical Skills:

- Figma – Interface design and prototyping.
- Design System – Creation, maintenance, and scalability.
- Usability Research – Testing, interviews, and validation.
- Usability Heuristics – Evaluation.
- Metrics and Data Analysis – Hypothesis validation and product optimization.
- Coding – Javascript, Typescript, HTML5, CSS3.

Languages: Portuguese – Native / English – Advanced