

# Michel Preto

UX UI Designer | Product Designer | UX strategy |  
Facilitation | Innovation | Design Thinking

São Paulo, Brasil

## Summary

Throughout my career, I have been engaged in the fields of IT and WebDesign. Over the past five years, I have focused my efforts on specializing in user experience, excelling in user research, behavior analysis, low and high-fidelity prototype creation, and user testing. My primary skill lies in driving companies forward in the design realm, particularly through optimizing the user experience.

## Experience

### MuchoLogo

UX / UI Designer

January 2018 - Present (5 years 4 months)

São Paulo, Brazil

Conducted qualitative and quantitative research, wireframing, low-fidelity and high-fidelity prototyping, and user testing. Contributed to the ideation and creation of apps such as Pernambucanas Live Commerce and Motz.

### Lojas 1A99

Product Designer

January 2017 - January 2018 (1 year 1 month)

Responsible for product design, including packaging, and played a crucial role in UX/UI design.

### União Supermercados

Product Designer / Web Designer

January 2006 - August 2016 (10 years 8 months)

Bragança Paulista, São Paulo, Brazil

Worked as a Front-End Developer, Graphic Designer, and Packaging Designer, making significant contributions to União Supermercados.

## Education

### Universidade Anhembí Morumbi

Postgraduate Lato Sensu - Specialization, User Experience -  
February 2023 - December 2023

### Coursera

Professional Certificate in Google UX Design, Graphic Design -  
February 2023 - March 2023

### Digital House Brasil

UI/UX Design June 2021 - January 2022

### Universidade Paulista

History · (2017 - 2019)

### Panamericana . Escola de Arte e Design

Graphic Design · (2012 - 2015)

## Contact

11-996752315 (Mobile)  
michell@uol.com.br

mpreto.bio/ (Personal Website)

## Languages

English (Full Professional) Espanhol  
(Professional Working)

## Other Skills

- Adobe Cloud Suite
- Google Ads
- Meta Ads
- Microsoft Office Suite
- General Social Media Management



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Figma



Photoshop



Illustrator



After Effects



Indesign



Premiere



Wordpress



Ágile

Scrum

Sprint

Kanban

Maze

Lean

Miro

Jira