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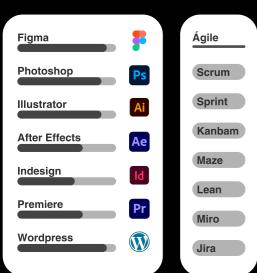
mpreto.bio/ (Personal Website)

Languages English (Full Professional) Espanhol (Professional Working)

Other Skills

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





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 Anhembi 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 DesignJune 2021 - January 2022

Universidade Paulista History · (2017 - 2019)

Panamericana . Escola de Arte e Design Graphic Design · (2012 - 2015)