rickferreira.ch

henrique.hof@gmail.com

bit.do/HenriqueLinkedin

🔴 +41 78 404 07 78

33 years old · Swiss permit B holder

Rick Ferreira

Multidisciplinary UX Designer, crafting delightful experiences through a blend of creativity and empathy, with a flair for pixel-perfect precision.

Experience

Jan 2021 – Jan 2023

Smallpdf AG
as Senior Product Designer, Zurich

• Embedded in a cross-functional team, responsible for the pod's UX/UI scope, e.g. interaction design, high fidelity prototyping, visual and UI design, and user testing.

• Collaborating with PMs, engineers, researchers, copywriters, and peers to provide a consistent and delightful user experience for the 60+ million monthly users.

• Assisting UX researchers with fundamental and tactical studies e.g. JTBD switch interviews.

• Crafting the Pod's goals and ensuring that the most significant scope is being worked on through driving discovery.

Nov 2017 – Sep 2020

Avrios International AG
as Senior Product Designer, Zurich

• Responsible for the architecture information, interaction and visual design, prototyping and user testing.

• Responsible for the creation of the Design System and UI Library, which decreased time/complexity of prototyping, improved quality of the UI and made it easy to on-board new peers.

• Responsible for basic user research, construction of personas and implementation of UX metrics to help define product requirements and road-map.

• Collaborating with PMs and engineers to achieve 5.7x increase in package price from value-added from successful features.

Dec 2015 – Sep 2017

DINE app by Tasting Table
as Product Designer, working remotely to New York City

• Generating design outputs such low- and high-level interactive prototypes, UI components & specs, and graphic designs.

• After effectively bridging the gap between user wants and organizational objectives, our apps were frequently featured in the app Store.

Jul 2015 – Dec 2015   **Psious: virtual reality therapy**
as Product Designer, Barcelona

• Redesigned from scratch the therapists' website platform for administering anxiety treatments.

• Conducted user studies and tests on-site using low- and high-fidelity prototypes.

Jan 2014 – Jul 2015   **Moobile: solutions on mobility agency**
as Associated Designer, Rio de Janeiro

• Moobile is an agency focused on solutions for mobile devices. Collaborating with a product manager, I was responsible for designing apps and concepts for various clients.

Education

2015   **Apps design & interactive services (postgrado)**
ELISAVA – Escuela Superior de Diseño e Ingeniaría de Barcelona
UX methods, service design, product vision, design management and strategy.

2007 – 2011   **Graphic design for digital media**
Escola Superior de Design Digital, Infnet – Rio de Janeiro
Digital design, digital illustration video,, information technology, UX principles.

Additional Information

Hometown   Rio de Janeiro, Brazil

Current Residence   Zurich, Switzerland

Languages
English
Fluent

Spanish
Fluent

German
Level B2

Portuguese
Mother tongue

Main Interests
• Landscape & drone photography.

• House plants and decoration.

• Hating the Game of Thrones ending while snuggling my dog.

• Some of my best friends are:

Protopie	Figma	Miro	UserTesting	Jira	Adobe CC (Ps, Ai, Id, XD)	Lightroom