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32 years old · Swiss permit B holder

# Rick Ferreira

I'm a good-humored person that always go to the office with a smile. I enjoy working and learning at the same time. A team player that strives to create a good environment with my workmates. I'm passionate about balancing humanity and technology through the journey of designing digital products.

## Experience

**Nov 2017 – Current**    **Avrios International AG**  
as Senior Product Designer, Zurich

- . Designing and delivering wireframes, user flow maps, sketches, clickable prototypes and pixel perfect visual designs, closely working with product managers and engineers to bring them to live.
- . Deep understanding of users and construction of User Personas based on direct customer interactions and visits.
- . Owning 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.
- . Implementation of UX metrics such as SUS score and SEQ score, which brought transparency to UX improvements and shed light on product flaws, allowing the team to be more strategic when directing design resources.
- . Together with talented team of PMs and engineers, achieving 5.7x increase in package price from value-added from successful features.

**Dec 2016 – Sep 2017**    **DINE app by Tasting Table**  
as Product Designer, working remotely to New York City

Translating user needs and business requirements to design deliverables, such as low and high-level interactive prototypes, UI elements & specifications and visual designs. Improving and iterating over one year got DINE app featured in the Apple Store for iOS and Apple TV.

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

Redesigning the web platform used by the therapists to conduct the anxiety treatments. Performing user researches, tests with low and high-level prototypes. Communicating with deliverables such as UI specifications, task-flows, wireframes and visual designs. Also supporting the development team with occasional basic front-end development.

**Jan 2014 – Jul 2015** **Moobile: solutions on mobility agency**

as Associated Designer, Rio de Janeiro

Designing and validating digital products, such as apps for phones and tablets  
Android and iOS, web apps and websites.

**Feb 2011 – Dec 2013** **Elogroup: Business consulting and startup accelerator**

as Digital Media Designer, Rio de Janeiro

Designing solutions for web, performing basic front-end development and  
occasional brand design, serving mostly local startups.

## Education

**2015** **Mobile App Design Post Graduation**

ELISAVA – Escuela Superior de Diseño e Ingeniería de Barcelona.

Understanding the particularities of the mobile environment and their impacts on  
conceptualization, design and development of its applications.

**2007 – 2011** **Graphic Design for Digital Media Graduation**

Escola Superior de Design Digital, Infnet – Rio de Janeiro

Theoretical basis of digital graphic design along with practical tooling knowledge.

## Additional Information

**Civil Status** Civil union**Hometown** Rio de Janeiro, Brazil**Current Residence** Zurich, Switzerland

<b>Languages</b>	English Fluent	Spanish Fluent	German Coursing C1	Portuguese Mother tongue
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**Main Interests**

- . Drone photography
- . Exploring Europe and being amazed by its scenery
- . Riding my bike showing off my colorful helmet
- . Hating the Game of Thrones ending

## Best Friends

