



# Fábio Alencar

Senior Product Designer

## Profile

Entrepreneur and team leader for 8 years. Creative Technologist, Product Designer and Frontend Developer. Post-graduated from ESPM in Marketing and Digital Design. Certified ScrumMaster® (CSM®). Studying Software Engineering at FIAP. Experienced and passionate about the whole process of building digital products. Specialist in the convergence between business, design and technology.

## Employment History

### Product Design Lead at Trinks.com, Remote

August 2020 — Present

Biggest marketplace of beauty services in Brazil. More than 700k B2C users and 50k B2B users. Since 2019 part of Stone Group, a payment processing services unicorn.

Responsibilities:

- Collaborate with business, product management, UX designers and engineering partners to lead and develop product and design strategies.
- Advocate for the user, and drive a holistic UX vision that inspires the team to push on the status quo.
- Explore product concepts to find promising directions that address both human and business needs.
- Build prototypes to assist in user research, using low to high-fidelity techniques.
- Support multiple projects simultaneously while meeting tight deadlines.
- Advise front-end engineers on UI implementation best practices.
- Facilitate collaboration between teams and individuals to evolve the needs of the product alongside the design system.

### UI/UX Lead and Cofounder at Interativ, Remote

January 2016 — August 2020

- Problem solver based on user's needs and high performance.
- Team management.
- Project management.
- Sales of digital solutions.
- User research.
- UI/UX Design.
- Tech lead in UI/UX Development.
- Integration with rest APIs and GraphQL.
- Javascript Development (Node, Express, Angular, React, Gatsby, Ionic and API integrations).
- PHP, Wordpress, Drupal.
- MySQL, Postgres, mongodb, Redis.

## Details

São Paulo

Brazil

+5511968884933

[byfabioalencar@gmail.com](mailto:byfabioalencar@gmail.com)

## Links

[LinkedIn](#)

[Portfolio](#)

[Github](#)

## Skills

Design Thinking

UX Research

Interaction Design

Figma

HTML & CSS

JavaScript

Prototyping

Design Systems

Agile Project Management

Leadership

## Languages

Portuguese

English

Spanish; Castilian

## **Cofounder and Business Development at Devign, São Paulo**

February 2012 — July 2020

- Design of High Impact Presentations.
- Sales.

## **Creative Technologist and Fullstack Developer at Universidade Veiga de Almeida (UVA) - Whitney International, Rio de Janeiro**

March 2013 — May 2015

- UI/UX Design.
- Frontend Development (HTML, CSS, Javascript/Jquery).
- Backend Development (PHP, Wordpress, MySQL, Drupal).
- Marketing technologist: Intermediary between Marketing and IT team.

## **Web designer and Frontend Developer at M2BRNET.com, Rio de Janeiro**

April 2011 — May 2012

- Front-End Development (HTML / CSS / JQuery).
- Design of interfaces, newsletters and banners.
- Animation and programming in Action Script 2.0.
- Maintenance, customization and creation of templates for CMS Wordpress.

## **Frontend Developer at Skidun Interactive Agency, Rio de Janeiro**

November 2010 — April 2011

- Front-End Development (HTML / CSS / JQuery).
- Information architecture.
- Maintenance, customization and creation of templates for CMS Wordpress.

## **Jr. Web Designer and Frontend Developer at Criapix, Niterói**

August 2007 — November 2010

- UI design / Motion Design
- Frontend development (HTML, CSS, JQuery)

## **Education**

### **Software Engineering - MBA, FIAP, São Paulo**

May 2020 — Present

### **Digital Marketing and Design - MBA, ESPM, Rio de Janeiro**

2011 — 2013

### **Graphic Design, UNESA, Rio de Janeiro**

2007 — 2009

## **Courses**

### **Design System & Ops, Meiuca Design**

2020 — 2020

### **Certified ScrumMaster® (CSM®), Scrum Alliance**

2020 — 2020

**Hello Design Thinking, IDEO U**

2020 — 2020

**Advanced English Language, Cultura Inglesa**

2004 — 2010

## **Extra-curricular activities**

**Volunteer Staff at Glocal Aceleradora, São Paulo**

January 2018 — Present

We encourage social impact agents through a training and support program, which has the potential to transform actions in society.