# Saulo Pratti

UI/UX DESIGNER • INFORMATION ARCHITECT • CREATIVE CODER

## Hello there!

I am Saulo Pratti, a UX Designer from Brazil, a curious creature who likes to disassemble stuff, eventually breaking them, yes, but hey, at least I have much fun in the process.

I believe that design can be a method for solving problems, a tool for shaping artifacts that bring joy or a force for change in the world, for us to make it better than we found it, and also to change ourselves, our culture. That way, a design ought to be responsible, accessible, and inclusive.

My mission is to use the experience and knowledge I have gathered over the years to design products and services that enrich people's lives while making information more open, accessible, and democratic.

When I am not working, I am learning new stuff in code, reading, taking photographs, sketching, exploring the outdoors, or even cooking something yummy.

Read on,

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# Experience

### UX Designer

Pixter Technology

Dec 2016 — Jan 2019 (2 years)
São Paulo, Brazil

I was responsible for designing the user interfaces for existing products for a couple of different clients, including a major Brazilian insurance company.

More specifically, I was responsible for the first major redesign of their home services division's e-commerce website and UI design of a couple of other internal management systems, including an Android app in which contractors were able to receive, start and finish jobs, ask for support, report issues and other standard functionality.

As the sole designer of the small team, I worked directly with developers, marketing, and product managers, and to set and manage goals, get approval for proposals and implement them. I would also use the available analytics and performance tools to run A/B experiments for some of the new designs.

### Information Architect

Wine.com.br

Aug 2011 — Apr 2016 (4 y 9 mo)
Serra, Brazil

My first assignment was Wine.com.br's website redesign project as a visual designer. Soon I began solving problems on the platform checkout process, organizing product information, defining navigation patterns, and refining shopping cart interactions.

I have also worked closely to the marketing and dev teams in different projects to improve existing functionalities and adding new ones. I also contributed to some internal tools and initiatives in the company.

The time I have spent in the office was productive and fun enough, so much so that I was able to organize a series of design talks, study about food and wine pairing, enology, among others.

### Graphic Design Intern

Bosha Design +Comm.

Dec 2009 — Mar 2010 (4 mo)
Drexel Hill, PA, USA

At Bosha Design, I created many different designs for printed materials and visual identities for local clients. Additionally, I had the opportunity to experience a unique work culture and learn from seasoned designers, practicing my communication and technical skills.

# Education

### University of California

Interaction Design Specialization

2017 – Remote

This specialization allowed me to revisit some of the concepts I have seen during my graduation years but had not the chance to explore in detail or with a more mature mindset. It also included some new topics, like statistics and experiments in design.

### Federal University of Espírito Santo

Bachelor's Degree, Industrial Design

Ago 2005 — Apr 2013
Vitória, Brazil

I started my industrial design graduation studying the foundations of graphic design. Eventually, with the release of the original iPhone in 2007, I started to focus my studies on user experience design, ubiquitous computing, mobile, and web design.

In 2010 as spent 4 months in the United States where I got an internship and, later on, that year, I returned to Brazil and resumed my graduation project, where I developed my interest in mobile web applications design and explored a multitude of issues with the public transportation system in my home city regarding primarily general information access and communication.

The result was a paper describing some of the methods used by people to explore and understand the urban landscape, the representation and communication of complex visual information through abstractions.

# Other Experiences

### "CSS com Cerveja" Meetup

Apr 2015

I planned and organized a series of meetup events aimed at the local design and front-end dev community to hang out and talk about CSS while drinking some beers (and wines, of course!).

### Design Talks at Wine.com.br

2012 — 2015

Colleagues and I at Wine.com.br played with this idea of having our internal talks. We'd gather every other Friday to talk about any topic we felt was exciting and fresh and fun.

### DesignCamp Vitória

Aug 2009

Inspired by a BlogCamp event, I'd participated and co-organized in 2008; I invited friends, designers, and colleagues from Ufes to a two-day unconference meeting where everyone was encouraged to participate by sharing knowledge, facilitating discussions or merely promoting the event.

### CP Labs at Campus Party Brazil

Jan 2009

Localizador de Amigos, or "Friend Finder," was a social network app concept with geolocation features created during a multimedia class in 2008 along with two other colleagues. Later that year, I submitted the project to the 2009 CP Labs panel and presented it to a group of investors and experts.

# Languages

- **English** — fluent
- **Portuguese** — native
- German — limited
- Spanish — limited

# Tools of the Trade

## Software

Sketch

Figma

Axure RP

Affinity Design

InVision

Origami Studio

Keynote

Google Analytics
& Optimize

## Skills

User Interface Design

Sketching / Wireframing

Design Systems

Paper and Digital Mockups

Usability Testing

A/B Testing

User Research

Journey Maps

## Code

HTML5 / CSS3

Responsive Web Design

Git

PHP

JavaScript

Swift

Developer Tools

Command Line Interface

# Contact Information

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*"We should ask whether behaving in a 'human' way has been good for our planet and each other, and whether it might not actually be essential to learn more from nature in how we design—not just forms, but interactions and systemic relationships too." — Dan Lockton*