

Saulo Pratti

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,

SP



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📍 Frankfurt am Main

Experience

Product Designer

Clark

Jan — July 2020 (6 months)
Frankfurt, Germany

At Clark I was responsible for working in a number of existing and new user-facing product features, focused on their conversion stream.

One such example was a project to improve the checkout experience of highly complex insurance products, such as the disability for work insurance.

During the discover phase I engaged with sales experts, customers. and did some research on my own to understand the domain. Other techniques I used include card sorting and user interview.

I created interactive mockups using Figma to validate ideas with stakeholders and communicate with developers. What's more, I worked closely with QA engineers in making sure the user experience was as intended.

Collaboration with other designers happened on a weekly basis in which we'd show and tell our progress, demo projects and further discuss on important topics.

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 Porto Seguro, one of the largest insurance companies in Brazil.

More specifically, I was responsible for the first major redesign of their home services provider e-commerce website and UI design of internal management systems, including an Android app in which contractors were able to manage, start and finish jobs, ask for support and report issues.

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)

Vitória, Brazil

My first assignment was Wine.com.br's website redesign project as a visual designer. Soon I began improving the checkout user experience, as well as organizing product information, defining navigation patterns, and refining shopping cart interactions.

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

Education

UC San Diego @ Coursera

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!).

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.

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.

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