



Tarik Malagoli

Product Designer | UX/UI

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Summary

Designer with 18 years of experience in graphic design, web development, branding, and UX/UI design. Throughout my career, I have worked on acquiring skills like Research, Wireframing, and Prototyping. I am a fast learner and use my skills to align business and user needs. I like to use the Design Thinking process, where I can define a problem, iterate and design usable and desirable products or services that bring results and profit.

Practical Experience

Tonante, Ribeirão Preto/Brazil - jul 2015 - Present

Product Designer | UX/UI

I have been working on projects helping small and large companies to improve the user experience and consequently increase their revenue and improve their image. Follow below some work results:

Achievements:

- RGIS (World leader in inventories): the creation of platform and application that brought savings of more than 550K for the company.
- Dinagro (Anticidal Company): development of e-commerce with sales of 66K in the last year.
- Desbrava.ai (Data and metrics for social networks): I acted as Product Owner for the implementation of new functions and improvements in the platform;
- Dúpót (Soluble drinks) - e-commerce creation with 48K sales in 2021.
- Positivo Tecnologia (10th largest computer manufacturer in the world): the company has its own teaching methodology. I have worked on converting teaching materials in the midst of the pandemic from the printed version to the online version in HTML.
- Loc Intelligence (Recovery of financed vehicles:) app redesign improving usability and user experience.
- Websics (CRM for insurance brokers): platform redesign.

Ecopag, Ribeirão Preto/Brazil - aug 2012 - jul 2015

Marketing Manager

Startup of technology and payments systems via cell phone and POS. Insurance sales through gift cards displayed on shelves at commercial points. Conducting prize draws (cars, motorcycles, gift vouchers, among others).

- Experience in planning, creating, and implementing marketing initiatives and new projects.
- Development of marketing strategies with integrated media campaigns in TV, radio, magazines, billboards, among others.
- Marketing management accompanying work with an advertising agency and press office.
- Team management and support to franchisees.

Achievements:

- Projects carried out in partnership with the following companies: Mapfre, Oi, Suzuki, Grupo Multiplan, Supergasbras, Ribeirão Preto Book Fair and São Paulo Futebol Clube. Car, motorcycle and prize draws.
- After 2 years I was promoted from Marketing Coordinator to Marketing Manager because of my skills in managing events and implementing the company's solutions in marketing.

Telemundo | Claro Empresas, Ribeirão Preto/Brazil - mar 2009 - jul 2012

Designer

Company in the telecommunications area that sells corporate plans.

- Interface designing.
- Marketing materials creation for sellers.
- Creation and conceptualization of the new website, visual identity.
- Creation of campaigns and marketing actions.

Achievements:

- Contribution by bringing in new business and sales.

Export Manager, Ribeirão Preto/Brazil - mar 2008 - mar 2009

Marketing Supervisor

Company in the import/export area. Creation of virtual catalogs with dental equipment, handicrafts and gifts (home decor) for export. The company also has the training to qualify Traders to work in Foreign Trade.

- Creation and conceptualization of the new website and visual identity.
- Coordination of the telemarketing and customer service team.
- Implementation of the electronic commerce system for products for export.
- Development of online catalogs for export.

Achievements:

- Promotion of Brazilian products in international countries.

Novo Conceito Publisher, Ribeirão Preto/Brazil - may 2005 - feb 2008

Designer/Marketing Coordinator

With a catalog of more than 200 national and international authors (including the author Nicholas Sparks, with the book "Dear John") and more than 300 published titles, Novo Conceito has been diversifying and investing more and more in national literature, revealing authors of great talent from various regions of Brazil.

- Coordination of service and creation team.
- Development of virtual stores and experience with e-commerce sales.
- Creation of marketing campaigns.
- Work experience of 6 months within the advertising agency hired by the publisher.

Achievements:

- Participated in the launch, dissemination and sale of several titles in the company's e-commerce.
- Promoted from Designer to Marketing Coordinator due to my communication and marketing skills.
- Major improvements in the visual identity of the group's companies.

Education

Barão de Mauá College, Ribeirão Preto/Brazil - 2009 - 2011

Marketing and Sales Management

Management practices in the management and development of products, services and launch events. Study on the mix of marketing (4Ps), creativity, innovation and strategy.

Communication and Art College SENAC, São Paulo/Brazil - 2001 - 2003

Multimedia Design

Creation of electronic publications (sites, hot sites, e-commerce), games, animation and other products for the internet. Study of typography, computer graphics, visual ergonomics, marketing, information architecture and semiotics.

Courses

- Bootcamp Master Interface Design;
- Google - Foundations of User Experience (UX) Design;
- LinkedIn Learning: Blockchain Basics, Interaction Design: Flow, Introduction to NFTs, Learning Design Thinking, UX Deep Dive: Mapping, UX DesignOps: Working with Developers, UX Foundations: Storytelling;
- UX/UI design (wireframe, flows, A/B tests);
- Art Direction, Photoshop, CorelDraw, Illustrator;
- HTML 5 / CSS3 / Bootstrap / PHP com Mysql;
- Creative relearning;
- 8Ps (study of personas, digital bates, creation of landing pages, Facebook Ads);
- Google Analytics, Google Adwords.

Tools & Technologies

Figma, Adobe XD, Photoshop, Illustrator, Protopie, Framer, Marvel, Trello Invision, Wordpress, Google Analytics, InVision, Notion, Slack, HTML/CSS, PHP.

Languages

Portuguese: Native

English: Advanced

Spanish: Basic

Voluntary Work

Be My Eyes, Remote - 2021 - 2022

I use the Be My Eyes app to help people with visual impairments to complete small tasks during their daily lives. When a person with a disability needs help, the app automatically sends an alert, and the first person who answers the video call can contribute by being the volunteer pair of eyes.

Charitable Associations, Ribeirão Preto/Brazil - 2001 - 2022

My job involves creating the interface and information architecture of a system that helps control the distribution of basic baskets of food goods to needy families. Those charitable associations arrange the delivery and distribution of food for poor people in Ribeirão Preto city.

Interests

- I am an enthusiast of new technologies like metaverse, blockchain, big data, NFTs, among others.
- I like movies, games, and coffee.
- Sports like Soccer, Basketball and Hockey.
- Reading and self-development.

Ribeirão Preto, 04/07/2022