Breno Soares

UI/UX Designer | E-commerce & App | Web3 Enthusiast
São Paulo - Capital, SP - Brazil

Contact
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LinkedIn

Key Skills
UI Design
UX Design
E-commerce
Prototyping

Languages
English (Intermediate)

Summary
I am a UI/UX Designer with over 10 years of experience in interface development and creating digital experiences for the web and e-commerce.

My main mission is to design user-centered experiences, solving complex problems with intuitive and effective solutions. I have solid experience with platforms like VTEX and others, allowing me to optimize usability and user experience strategically.

Combining art direction, UX/UI design, and digital marketing, I focus on delivering visually impactful and functional results. I am passionate about photography, teamwork, and always strive to apply leadership and empathy in my daily work. I am constantly looking for new challenges that allow me to grow as a designer and contribute to the success of my team.

Experience
Purple Code
UI/UX Design Lead
2023 - 2025
São Paulo, Brazil
- Focused on developing user experiences for applications and e-commerce platforms.
- Created intuitive and usability-optimized interfaces using methodologies like Design Thinking and Human-Centered Design.

- Collaborated with development teams to deliver efficient, user-centered projects.

Prumo e-Commerce
UI/UX Designer
2021 - 2023
São Paulo, Brazil
- Designed user interfaces and optimized usability for e-commerce platforms.
- Conducted user research, wireframing, and prototyping using tools like Figma and Adobe XD.
- Delivered high-performance solutions for major brands..

Oreo Consultoria e Marketing
UI/UX Designer - Direção de Arte
2020 - 2021
São Paulo, Brazil
- Worked as a UX/UI Designer and Art Director, creating impactful visual solutions for digital marketing campaigns and interface design.
- Developed creative projects from visual concept to execution, focusing on branding, art direction, and user experience.

eVision Agência Digital
Design Intern - UI/UX Designer
2015 - 2020
São Paulo, Brazil
- Developed web interfaces for various clients.
- Created wireframes, prototypes, and applied usability concepts to ensure an intuitive user experience.
- Worked with development and marketing teams to align design solutions with client goals.

Webgui
Design Intern
2014 - 2015
São Paulo, Brazil
- Assisted in web interface development and graphic element creation.
- Contributed to visual design projects and learned tools like Photoshop and Illustrator.
- Actively participated in meetings and the execution of small visual campaigns.

Education

EBAC - British School of Creative Arts and Technology
UX Design
(2022 - 2023)

Faculdades Metropolitanas Unidas
Associate Degree in Graphic Design
(2015 - 2017)

Skills

Design Thinking
UCD
Communication
Teamwork
Analyze and Search
Design System