

# Dener Cunha

## UX | UI Designer

**Local:** São Paulo / Bahia, Brazil

**Phone:** +55 73 98135-7997

**E-mail:** [dener.cunha@gmail.com](mailto:dener.cunha@gmail.com)

**LinkedIn:** [denerccunha](https://www.linkedin.com/in/denerccunha)

**Portfolio:** [www.denercunha.com.br](http://www.denercunha.com.br)

## Summary

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With over 21 years of expertise, I am a seasoned Designer dedicated to the realms of brand identity, printing, and Digital Media. Armed with a Bachelor's degree in Advertising and Marketing, complemented by a **Certification in UX Design**, my fervor lies in the intersection of UX and Digital Marketing. My commitment extends beyond storytelling; it delves into crafting seamless user experiences, addressing their needs, and unlocking tangible business value. Eagerly seeking opportunities to be the catalyst in bridging the gap between brand and consumer, my focus remains on employing UX/UI principles to solve user problems effectively.

## Experience

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11/2023 – 02/2024

### **UX Designer Freelancer**, IAgre | Brazil

- Application of Design Thinking and UX/UI Design processes.
- Conducting tests, interviews with users/stakeholders, ideation, and prototyping for the development of a mobile application in the agribusiness sector.
- Identifying opportunities to assist agribusiness administrators in better managing agricultural business expenses.

09/2022 – 07/2023

### **Senior UX Designer**, Semantix | São Paulo, Brazil

- Employed Design Thinking and UX/UI processes.
- Conducted tests, interviews, ideation, and prototyping.
- Crafted dashboards facilitating data-driven decision-making in the health sector.

05/2022 – 08/2022

### **Senior UX Designer**, DOXT | São Paulo, Brazil

- Applied Design Thinking and UX/UI processes.
- Led tests, interviews, ideation, and prototyping.
- Successfully navigated the complexities of developing a platform in the healthcare sector, enhancing the user experience aligned with business requirements.

10/2019 – 12/2021

### **Exchange for English Language Improvement**, Ireland

Gained diverse experience in the printing industry, restaurants, pubs, and a prominent sports shop.

11/2019 – 12/2019

### **Graphic Designer (Temporary)**, Cube.Irish | Limerick, Ireland

- Produced various promotional materials for companies in Limerick.
- Ensured timely delivery for Cube customers' Christmas actions with high-quality layout and printing.

- 04/2017 – 10/2019      **Visual and UX Designer**, Expressão | São Paulo, Brazil
- Established the company's online presence with a focus on user-centered design.
  - Achieved significant recognition as large companies availed services and promoted products through the magazine.
- 04/2014 – 04/2017      **Visual Designer**, Imóvel & Cia | São Paulo, Brazil
- Developed graphic design for a prominent real estate newspaper.
  - Led the modernization of ads and newspaper layout, resulting in recognition as the best newspaper in the real estate sector.
- 11/2012 – 03/2014      **Quality Control Technician**, Futuraln | São Paulo, Brazil
- Analyzed file quality and ensured excellence in project execution.
  - Trained and led a team of professionals, maintaining high standards in problem-solving.
- 11/2012 – 03/2014      **Graphic Designer**, R&C Printing | São Paulo, Brazil
- Enhancement of graphic design and file preparation for printing, catering to large national and international agencies and corporations.

## Education

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### College

12/2011      Bachelor in **Advertising & Marketing**, Cantareira College | São Paulo, Brazil

### Technical Courses

03/2023      Certificate in **Product Design. Product Led Growth**, BTX Design | São Paulo, Brazil

12/2018      Certificate in **UX Design**, Mergo | São Paulo, Brazil

12/2016      Certificate in **Digital Marketing**, Belas Artes | São Paulo, Brazil

12/2007      Technical in **Computer Installation and Repair**, ETEC São Paulo

## Languages

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**English**, Advanced | Limerick City College, Limerick, Ireland

**Portuguese**, Native

## Skills

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- Teamwork
- Conflict resolution
- Problem-solving
- UX Research
- Surveys
- Personas
- User Journeys
- Wireframe
- Prototype
- SEO
- Visual Design
- Digital Marketing

## Tools

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- Figma
- Adobe XD
- Miro
- Google Analytics
- Instagram / Facebook
- Wordpress
- Illustrator
- Photoshop
- InDesign
- After Effects
- Premiere
- Microsoft Office

Thank you for your time in reviewing my resume. I am confident in bringing value to your organization and would appreciate the opportunity to discuss how my experience and skills align with the growth and success of your company.

Kind regards,  
Dener Cunha.