

Flávio Tavares Schirmer

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UX Designer, Information Architect, Designer
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I work exclusively with the development of software in technology companies since 2012.

In 2016, I graduated from a Catholic University with a Bachelor Degree in Journalism and Social Communication. After graduating, I joined IBM in Porto Alegre.

There I became the only User Experience Designer to work at the digital products for a client, a financial institution called Sicredi. Helping build their digital products at various platforms.

Prior to 2016 I've worked in various different places that help shape my career in many different ways.

I know that user experience strategies and techniques can maximize the potential of the application and positive experience for the end user.

I combine a lot of different areas of knowledge to form my unique perspective on UX Design. They vary from behavior economics, cognitive psychology, sociology, industrial engineering, history, software development and art.

I'm able to translate requirements into interaction flows and artifacts with an amazing visual results. I transform software into beautiful, intuitive, and functional user interfaces.

I also love to research. Proposal hypothesis and keep testing to find interesting information that can improve our lives.

Education and Certifications

<http://flaviofts.com/cover-letter>

Major Graduate in Social Communication Bachelor Degree in Journalism

at [Catholic University of Rio Grande do Sul](#) 2010 - 2016

The academic study of journalism, advertising and social communication in general gave me an introduction on many subjects that relate with my career. Information architecture; Online and Digital Journalism. History of Art; Media distribution; Business 101; Typography and many others.

My final paper was about Online/Digital Journalism; Mobile Readability; Customization and Personalization of News; Using Algorithms to Maximize the News Experience.

Interactive Design ; Extension Course

An Online Course

at [San Diego University](#) Enrolled Since 2016

IBM Certifications

Enterprise Design Thinking Co-Creator

Verified by [IBM](#) 2018

IBM Agile Explorer

Verified by [IBM](#) 2017

Enterprise Design Thinking Practitioner

Verified by [IBM](#) 2016

My Professional Experience

<http://flaviofts.com/xp>

UX Designer at IBM

more at <http://flaviofts.com/project-ibm> 2016 - Now

I'm currently working at a Financial Cooperatives initiative Institution called Sicredi. I'm the only designer, so I work on a lot of different projects.

UX Designer at Sicredi

more at <http://flaviofts.com/project-sicredi> 2016 - Now

The first Financial Cooperatives initiative in Brazil. Made from people to people, with over 3.8 million members and a comprehensive portfolio of products and services.

+44 Projects involving every Digital Product. And Counting.

UX Designer at Ludific

The Startup Phase [ludific.com.br](#) 2015 - 2016

Responsible for redesigning two Web Products (Beibee and Flag). I used Agile methods on both projects, in addition to significantly improve my teamwork skills, guiding the developers to build the new versions of the applications.

They are a startup formed to create web platforms to improve education. The mindset there is to firmly believe that knowledge is capable of changing the world. Combining technological innovation with system intelligence to optimize results and revolutionize traditional learning environments.

UI Designer at Intermedia

Working Fast at a Software Factory [Porto Alegre, Brazil](#) 2014 - 2015

Responsible for the GUI of large systems developed for several major brands. The concepts were made in different native platforms - including iOS (iPad and iPhone), Desktop Windows, and Android Tablets.

Also I made some visual concepts for a lots of new applications. It was applications related to Automatic Sales Force. A lot of complex commerce systems and automation. Not oriented to the final user but still... I've manage to learn a lot about heavy data UX/UI design. The concepts were made for different platforms - including Web, iOS, Old Desktop Windows .exe type stuff, and also Android Tablets.

Designer Junior at Computer Center for Applied Research PUCRS-Hewlett-Packard

Working Fast at a Software Factory [Porto Alegre, Brazil](#) 2012 - 2014

Worked on the graphical user interface and usability strategy applications as part of the research for Hewlett Packard. I experimented with different platforms such as Android, Desktop, and even some Google Chrome extensions.

Academic Research Project: Data Visualization

Supported by the teachers Milene Selbach and Isabel Manssour. 2013 - 2014
[@ Applied Computer Division of Catholic University](#)

I conducted an extensive project on usability and information display on Social Networks. This project was important for the beginning of my working understanding of academic concepts in the development of software applications.

Internship at Microsoft Innovation Center

First Internship: Inspiring [@ Porto Alegre, Brazil](#) 2011 - 2012

Here I discover the professional field of Human-Computer Interaction. Begin my own studies in html, css and image editing. Microsoft Innovation Centers are way to raise the tide through innovation so that all boats are lifted between government, academia, entrepreneurs and startups. It was a cool experience that started my professional career.