Flavio Tavares Schirmer
Designer, Creative & Strategist.

@flaviofts
/in/flaviofts

flaviofts.com

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 help make smart decisions that generate amazing business and beautiful results. I transform software into beautiful, intuitive, and functional products.

Education and Certification

Major Graduate in Social Communcation
Bachelor Degree in Journalism
2016 at Catholic University of Rio Grande do Sul

The academic study of journalism, advertising and social communication introduce 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.

Academic Research Project: Data Visualization
Supported by the teachers Milene Selbach and Isabel Manssour.   2013 - 2014
@ Applied Computer Divison of Catholic University

IBM Certifications

Enterprise Design Thinking Co-Creator
Verified by IBM   2018

IBM Agile Explorer
Verified by IBM   2017

Enterprise Design Thinking Practicioner
Verified by IBM   2016

Senior Work Experience

Senior UX Designer at ADP
2022 - Current

After the COVID19 I've returned to ADP.
Biggest payroll data processing company in the world.
This time working with not one, but two projects:

[1] Working in Security Access for WorkforceNow.
In this product we have 90,000 mid-sized and large companies chose ADP Workforce Now®, the leading all-in-one HR suite for payroll, benefits, talent and more.

[2] Designing the future of Onboarding.
ADP being the most HR company in the world has a high demand of other companies onboarding their clients.

Product Designer at Toro Investiments
2021 - 2022

Fastest growing investment company in Brazil bought by **Santander**
+100k active users / 20 million in yearly revenue
Building a finantial platform and bring finantial freedom to brazilians.

Senior Designer at ADP
2019 - 2021

Biggest payroll data processing company in the world.
20% of American workers get their paycheck trhough ADP.
Work in the DataCloud team, making the next generation of Reporting tools.

Designer at IBM
2017 - 2019

flaviofts.com/ibm
Almost 4 years at the Big Blue.

— IBM Client Partner — UX Designer at Sicredi
The first and biggest Union Credit (Financial Cooperatives) in Brazil.
Made from people to people, with over 4 million members and a comprehensive portfolio of products and services.
Big case of sucess for my career.

Junior

UX Designer at Ludific
2015 - 2016

Designed web products and build concepts for pitchs and presentations.
Startup focused on education and people care.

UI Designer at Intermidia
2014

Desgined the interface of large systems developed for several major brands.
The concepts were made in many different platforms (Web, iOS, Desktop Windows, and Android Tablets.) Most of our software was Automatic Sales Force.

Begginer

UX Designer Internship
2012 - 2014
at Research Project PUCRS-Hewlett-Packard

WebDesigner Internship
2011 - 2012
at Microsoft Innovation Center