

# ANTONIO DUARTE

Rio de Janeiro, Brazil  
05/25/1994 | Brazilian

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## Softwares and tools

Figma • Sketch • Miro • Invision  
Notion • Google Analytics • Hotjar

## Languages

Native Portuguese  
Fluent English  
Elementary Spanish

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## Education

**Istituto Europeo di Design (IED-Rio) - Brazil**  
Master's Degree (Certificate) • Branding  
2017 - 2019

## PUC-Rio - Brazil

Bachelor's Degree • Design - Visual  
Communication  
2012 - 2016

## ESAD Matosinhos - Oporto, Portugal

Exchange Program • Communication Design  
January - July 2015

## Courses

**Data-driven design: quantitative research for UX**  
Interaction Design Foundation  
Aug 2021 - ongoing | Online Course

## Anthropology, Design and Consumption

Elizete Ignácio Cursos de Pesquisa  
Oct 2020 | Rio de Janeiro, Brazil

## Digital Branding

L.A.J.E  
Jun 2016 | Rio de Janeiro, Brazil

## UX Strategy

Mergo  
Jun 2016 | Rio de Janeiro, Brazil

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Designer graduated from PUC-Rio - Brazil and ESAD Matosinhos - Portugal, specialized in Brand Strategy.

I have been working with digital products for the past 5 years, helping organizations to create digital products from scratch and improving internal processes, based on Design Thinking, Service Design and Agile methodologies.

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## Globo | Service Designer & Researcher

JUL 2021 - PRESENT | RIO DE JANEIRO, BRAZIL

The Globo Group is the biggest TV broadcaster in Latin America, now focused on improve it's direct to consumer (D2C) experience, selling streaming services. I'm responsible for designing experiences related to Globo's Sales Platform.

- Service mapping and prototyping
- User research and usability tests
- Reports of key experience indicators (by quantitative and qualitative methods)

## Aug 2019 - Jun 2021 as a Senior Product Designer.

- User research and usability tests
- UX Strategy
- Creation of navigation flows and information architecture
- Wireframes, prototypes and visual designs
- Research work and benchmark

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## Globosat | Product Designer & Researcher

APR 2018 - AUG 2019 | RIO DE JANEIRO, BRAZIL

My mission at Globosat was to help Globo's Pay TV Channels and corporate teams to create incredible design solutions for smartphone, tablet, Smart TV, web platforms and also non digital projects such as journey mapping and service analysis.

- Preparing and conducting user studies and usability tests (interviews, workshops and focus group)
- Creation of navigation flows, information architecture, visual design and prototypes (low and high fidelity)

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## Stone | Product Designer & Researcher

APR 2017 - FEB 2018 | RIO DE JANEIRO, BRAZIL

As a member of Stone's Product Design team, I worked with web and mobile applications, focused on innovative services in the payment industry, for establishments and customers.

- Preparing and conducting user studies and usability tests (interviews, workshops and focus group)
- Creation of navigation flows, information architecture, visual design and prototypes (low and high fidelity)

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## Mongeral Aegon | Junior Product Designer

MAY 2016 - AUG 2017 | RIO DE JANEIRO, BRAZIL

A joint venture of Aegon Group, headquartered in the Netherlands, Brazil is member of the Center of Excellence (CoE). While working at Mongeral Aegon, I had the chance to collaborate in international projects, working directly with the Global UX Lead.

## Jan 2017 - Aug 2017 as a Junior Product Designer

- UX Strategy
- Guerrilla tests as user research
- Creation of navigation flows and information architecture
- Wireframes, prototypes (high and low fidelity) and visual designs

## May 2016 - Dec 2016 as an Intern

- Creation of navigation flows and information architecture
- Wireframes, prototypes (high and low fidelity) and visual designs