DÉBORA MATSUFUJI

ABOUT ME

15 years of experience in design which 5 in UX/UI.
My process consists of first deeply understanding the user's needs. Then generating ideas, sketching, prototyping and testing them. Strong focus on research and data analysis including a range of qualitative tests methodologies, and A/B testing. I have a good eye for detail while being mindful of priorities and deadlines. Experience in facilitating workshops, ideation sessions and brainstorms. Vast experience organizing, planning and moderating user test sessions. Passion to learn new things and to work collaborative with others whatever role they might be.

EXPERIENCE

2020

Poki - *Online casual games platform; Amsterdam, Netherlands*
Senior UX Designer
- Organizing, planning and moderating UX Research with kids (remotely)
- Working on the UX and UI for the B2B platform (developer) and for the B2C platform (players) by creating flows, wireframes and prototypes to test
- UX and research strategy for 2021
- Working on making the mobile experience better for players

2020

Babbel - *E-learning platform; Berlin, Germany (Remote)*
Interim Senior Product Designer (Web + App)
- Strategy for new product development.
- Research, ideation, user experience, prototype and Visual UI.
- Advice, testing plan and UX roadmap for the product we were creating

2016-2020

Booking.com - *E-commerce OTA; Amsterdam, Netherlands*
UX Designer (Web + Mobile)
- Ideation, research, validation and iteration of flows to solve problems of customers in the main website (desktop and mobile).
- Solutions and features on the lower conversion funnel (payments) and in other complex topics across the funnel and platforms.
- Researching, designing, prototyping and testing innovative ways to generate revenue for partners (hotels) while solving the biggest payments pain points for customers: Matching user needs with business needs with partners needs.
- A/B testing and data analysis

2015-2016

Studio 1006 - *My own freelance company; Everywhere*
Visual UX/UI Designer
Visual design; UX/UI; branding; storytelling and motion / animation.

2012-2015

MadFX Post - *Post Production & Animation; São Paulo, Brazil*
Visual & Motion Designer
Coordinate video projects and animation; post production for internal communication videos; concept and visual project development.

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SKILLS

Prototyping
(Figma, InVision, Framer)

Adobe Creative Package
(Photoshop, Illustrator, InDesign, After Effects, Premiere)

HTML and CSS

UX/UI

Scrum / Agile

Data

UX Research

Axure

Sketch

Responsive design (Bootstrap)

LANGUAGES

Language	Level
Portuguese	▲ ▲ ▲ ▲ ▲
English	▲ ▲ ▲ ▲ ▲
Spanish	▲ ▲ ▲ ▲ △
Dutch	▲ ▲ ▲ ▲ △
French	▲ △ △ △ △

2011-2012

Grupo TV1 - *Advertising Agency; São Paulo, Brazil*
Freelancer Web Designer
Updating news websites and internal communication using HTML and CSS; creating visual layouts for websites; writing stylesheets with CSS; animating online content with Flash and AS2.

2009-2011

TV Bandeirantes - *TV Channel São Paulo, Brazil*
Web/Motion Designer
Creating layouts for new TV show's websites; creating and animating banners for online campaigns and interactive infographics.

2009

Rede 106 - *Advertising Agency DBB Group; São Paulo, Brazil*
Visual Designer
Creating and animating layouts and banners for online national campaigns, landing pages; participate in the creation of art and campaign concepts.

2008 - 2009

Hello Interactive - *Advertising Agency DBB Group; São Paulo, Brazil*
Visual Designer
Participating in brainstorm for online campaigns; creating layouts and animations for onine banners, newsletters and website's contents.

2006 - 2008

KGR Net- *Web Solutions Company; São Paulo, Brazil*
Web Designer
Creating layouts for e-commerce using HTML and CSS; creating newsletters and marketing emails and creation of campaign pages.

2005 - 2006

eComm Web Services - *Web Solutions Company; São Paulo, Brazil*
Web Designer Intern
Creating layouts for e-commerce using HTML and CSS; banners for online advertisements; updating online content.

EDUCATION

Now

Diverse e-learning platforms
Bootstrap, JavaScript, UX/UI, UCD.
Online

2016

Coursera
Front-End Web UI Frameworks and Tools
4 weeks
Online

2015

Escape Studios
Specialisation Degree in Compositing for Visual Effects
6 months
London, UK

2004-2008

Mackenzie University
Bachelor in Industrial Design - Specialisation in Visual Programming
4 years
São Paulo, Brazil

SOFT SKILLS

Pro activity

Eye for details & quality

Used to tight deadlines

Eager to learn

Strategy

Stakeholder management

Works collaborative

Open minded

Open to give and receive feedback