

# WAGNER CARVALHO

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## PRODUCT DESIGNER

An accomplished Product Designer with a strong foundation in design thinking. Specialises in creating user-centric products that enhance engagement and satisfaction. Collaborates to design intuitive user interfaces for startups, well-established businesses, and B2B and SaaS products. Combines in-depth user psychology and technology knowledge with a commitment to optimising user experiences and streamlining decision-making processes. Portfolio includes successful collaborations with brands such as BMW, Musgrave, Kerry Group, Bank of Ireland, AXA, BWG, Lidl, and Ryanair, playing an instrumental role in transforming user insights into actionable, innovative design solutions.

## KEY SKILLS

Product Design | UI/UX Design | User Focus | User Experience  
Collaboration | Project Management | Research | Prototyping

## PROFESSIONAL EXPERIENCE

### LEAD UX DESIGNER

January 2022 - April 2024

#### Hewlett-Packard

- Led and executed end-to-end user experience design for critical projects, aligning with strategic goals and enhancing user satisfaction.
- Collaborated closely with cross-functional teams to create user-centric solutions, including developers, product managers, and stakeholders.
- Conducted user research and usability testing to inform design decisions, ensuring a deep understanding of user needs and behaviours.
- Implemented UX best practices in interface design, creating intuitive, accessible, and aesthetically pleasing digital experiences.
- Utilised various design tools and technologies to prototype and iterate designs, consistently improving the user journey.
- Actively participated in the UX design community, staying abreast of the latest trends and technologies to drive innovation and excellence.

### SENIOR UI/UX DESIGNER

June 2019 - January 2022

#### Nova Leah

- Conceived wireframe and laid out new features to improve the product interface and experience.
- Gathered client requirements and understood business goals.
- Presented concepts to stakeholders for review and feedback.
- Applied knowledge of user-centred design principles and design patterns.
- Created wireframes, site maps, flow diagrams, and hi-fi interactive prototypes.

### DIGITAL DESIGNER

September 2017 - June 2019

#### Oliver Agency

- Worked with prestigious clients such as BMW, Musgrave, Kerry Group, Bank of Ireland, AXA, and Bridgestock Care.
- Enhanced user experiences on client websites, supported user research initiatives, designed wireframes and high-fidelity mock-ups, and collaborated on various printing materials.
- Contributed to significant savings in marketing spending and drove practical, creative work across multiple sectors.

## CREATIVE DESIGNER

November 2016 - February 2017

### EPX Printing

- Conceptualised, designed, and developed marketing pages and custom features.
- Assisted local customers in creating printing materials such as restaurant menus, leaflets and flyers from concept to design.
- Brainstormed with clients, getting notes to deliver ideas before production, from logotypes to front signage display.

## UI DESIGNER

September 2016 - November 2016

### Connectors Marketplace

- Prototyped user journeys and presentations. Wireframing and mock-ups.
- Worked closely with the development and marketing team.

## EDUCATION

Postgraduate Diploma - Fundamentals of UX Design, Institute of Art, Design + Technology, Ireland  
Higher Diploma in Advertising and Marketing, Uniron don University Centre, Brazil

## PROFESSIONAL DEVELOPMENT

Google - Foundations of User Experience (UX) Design  
UX Design - Foundation Training

## SIDE PROJECTS

- **Vegan Jobs Ireland**  
A job board website helps the community find opportunities that align with their values and build a healthier, more compassionate society.
- **Manada Podcast**  
Hosting the Manada Podcast, interviewing guests to have friendly and productive conversations about IT, UX design, work-life balance, sports, and more.