

# Joao Medeiros

Product Designer

## CONTACT

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[joamedeirosdesign.com](http://joamedeirosdesign.com)

## SKILLS

### UX

User Research

Journey Mapping

Wireframing

Prototyping

Usability Testing

Competitive Analysis

Accessibility

Responsive Design

Web | App | Mobile

Design Systems

Agile

Miro

Jira

### UI

Figma

Sketch

Adobe XD

Adobe Photoshop

Adobe Illustrator

Adobe Creative Suite

InVision

Axure

Brand Identity

Visual Composition

Familiarity with HTML, CSS, JS

## EDUCATION

General Assembly, Boston

### UX | UI Design Immersive

MAY - JUL 2019

10-week User Experience Design

Immersive program.

Developed and presented UX design projects where I showcased proficiency in the complete product design lifecycle, including design thinking, user research, wireframing, sketching, prototyping, and design systems.

Rede de Ensino Doctum, Brazil

### Bachelor of Civil Engineering

2011 - 2015

## EXPERIENCE

Lightspeed Commerce DEC 2020 - JUL 2023 (Remote)

### Product Designer II | Consumer 360 Global Team

- Led end-to-end user-centered design initiatives for the Retail vertical within the Consumer 360 global team, focusing on the web, app, and mobile Lightspeed's flagship product.
- Worked closely with executive stakeholders to shape and implement B2B and B2C high-impact design solutions.
- Collaborated with cross-functional teams, including product, engineering, marketing, and strategy partners to integrate design principles seamlessly.
- Drove the evolution of the product design lifecycle, prioritizing user experience and delivering refined design outputs that aligned with business goals.
- Played a significant role in helping establish design systems, fostering development efficiency, and maintaining visual consistency across Lightspeed's products.

Upserve SEP 2019 - DEC 2020

### UX Designer

- Revitalized the user experience for Upserve's hospitality platform, enhancing the design of key features and workflows to optimize efficiency for restaurant staff.
- Partnered with cross-functional teams, including product managers and developers, to gather user requirements, conducted usability testing, and iteratively refined designs based on user feedback.
- Redesigned the order management flow, resulting in a streamlined process that reduced order processing times by 20%, ultimately improving overall restaurant operations.
- Developed intuitive and visually appealing interfaces for both web and mobile applications, ensuring a cohesive and user-friendly experience across different platforms.
- Conducted extensive user research within the restaurant industry, identifying pain points and user needs to inform design decisions, leading to solutions that significantly improved user satisfaction and engagement.

EXPLO JUN 2019 - AUG 2019 (Contract)

### UX UI Designer

- Redesigned and streamlined user onboarding and program selection flow for the summer camp organization.
- Managed comprehensive design tests, iterations, prototyping, and usability testing for web and mobile.
- Planned and executed qualitative and quantitative UX research for the internal tools team, identifying user flow pain points.
- Applied design thinking, seamlessly integrating user feedback through research synthesis to notably enhance the overall user experience.
- Worked closely with cross-functional teams, developers, and product owners, to ensure the successful implementation of UX/UI enhancements, increasing user engagement throughout the program selection and purchasing journey.
- Implemented impactful A/B testing methodologies, leveraging insights for continuous improvement and direct impact on member engagement.

Crosby Design JAN 2016 - MAY 2019

### Senior Visual Designer

- Led the redesign of corporate signage for a retail chain with 200+ stores.
- Crafted visually striking identities prioritizing readability and accessibility.
- Leveraged advanced principles in typography, color theory, and material selection for marketing ensuring uniform brand presence, enhancing wayfinding for an improved customer experience.
- Applied branding expertise to create impactful visual identities for merchants and events.