César Paim (he/him)

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in ccesarpaim

Brazil-based Product Designer, passionate about data driven design.
portfolio on ccesarpaim.com

Experience

Analyst & Product Owner at
SETD - State's Digital Transformation Executive Department (1yr)

• Transformed analog processes into digital experiences, increasing user adoption of government services by 120%
• Created systems from scratch, from discovery to implementation
• Designed and launched a system for students across the entire State to subscribe to free language courses. The system also helps professors and staff manage the courses
• Redesigned an applicant tracking system designed to serve only one department of the State into a generic system that can be used across multiple departments
• Assisted in creating a design system for all digital products developed by the State of Pernambuco, generating awareness of our department's efforts by unifying the ecosystem of products

Senior Product Designer at C.E.S.A.R. - Innovation Instutute (1yr 3mos)

• Created a valuable data driven backlog for a product, prioritizing key features based on quantitative and qualitative user data
• Coordinated the transition of a desktop app to a MVP mobile version
• Utilized lean UX practices for the launch of a high priority MVP product
• Coached juniors and a mid level designers through product challenges, design hand-offs and client interaction obstacles
• Assisted on prospecting and hiring of new designers for the team

Product Designer at C.E.S.A.R. - Innovation Instutute (3yr 9mos)

• Led the design of a product with a team of over 20 collaborators among developers and QAs
• Conducted AB testing for ML (machine learning) based features
• Re-designed key scheduling feature that increased app adoption across client's teams
• Structured and designed design system assets and documentation unifying the design elements of the clients ecosystem of products

Junior Product Designer at C.E.S.A.R. - Innovation Instutute (1yr 3mos)

• Improved a cumbersome internal student network system, streamlining the payment process and student feedback
• Designed new features for an app that provides customer support across phone, desktop and TV platforms
• Performed empirical user research for a experimental musical experience for a local museum

Volunteer Work

Design Mentorship at C.E.S.A.R. - Innovation Instutute

CESAR Summer Job is an initiative that presents a hands-on experience to students with real clients, identifying talents in an experimental environment. I provided design mentorship during the 6 week duration of the program. It was a very rewarding experience because the Summer Job was my first opportunity into the IT industry, so it felt really good to help students going through the same experience I did.

Design Mentorship at Porto Digital - Porto +

The Porto Digital is one of the main technology parks and innovation environments in Brazil. It currently hosts 267 organizations in the fields of Information Technology and Communication, Creative Industries and Urban Technologies. Porto + is an internal initiative from Porto Digital with the goal of making technology, creative economy and innovation ecosystems more accessible for the local LGBTQIA+ community. I had the pleasure of mentoring local businesses created by LGBTQIA+ people, helping them with challenges they were facing using design methods and processes.

Certifications

Articulating Design Decisions - Tom Greever, Senior Director of Product Design
at Indigo and author of "Articulating Design Decisions" publish by O'Reilly Media

Data Visualization Deepdive - Tommy McCall, Founder & CEO at Infographics.com

CLF® (Certified Lean Inception Facilitator) - Caroli.org

Skills

Product Design

Product Discovery
Roadmap Building
Design System
Lean UX
Wireframing
User Research
User Journey Mapping
Usability Testing
Data Visualization
Metric Analysis

Tools

Sketch
Figma
Axure
Adobe Xd
Adobe Illustrator

Education

Advertising • B.A.
UNIAESO
2015 - 2018

Graphic Design • B.Tech
UNIAESO
2012 - 2015

Languages

Portuguese (native)
English (fluent)