Daniel Costa | **UX/UI Designer** | **Location:** Maringá – PR | **Phone:** +55 11 98922 5010 **Email:** 00.danielcosta@gmail.com | **Portfolio:** https://www.danielcostadesign.com | **Linkedin:** https://www.linkedin.com/in/daniel-costa-design/

Professional Summary

Product Designer with 3 years of experience in UX/UI for SaaS digital platforms, especially in public, educational, and social contexts. Accessibility specialist (WCAG), responsive design, prototyping in Figma, usability testing, and user-centered methodologies. Skilled in end-to-end product work — from research to final delivery. Collaborative profile, with measurable impact on usability, productivity, and institutional perception. Experienced in agile and multidisciplinary teams.

Work Experience

UX/UI Designer – Troupe Tecnologia - *2022 – 2025*

- SaaS platforms for Health, Education, and Citizenship (Public Sector)
- Acted as a generalist designer within multidisciplinary agile squads.
- Led redesigns of legacy systems focusing on accessibility (WCAG), responsive layouts, and modular structure.
- Created user flows, wireframes, prototypes, and comprehensive design documentation.
- Conducted usability tests, interviews, journey mapping, and structured a feedback repository.
- Translated technical and operational requirements into intuitive, user-centered visual solutions.
- Results:
  +45% overall user satisfaction
  +30% average productivity per screen
  -30% need for onboarding/training
  +50% mobile/tablet adoption in field usage
  Estimated Overall Success: 85%

Product Designer –Freelance - *2022 – Present*
- Designed for entrepreneurs and B2B SaaS platforms, focusing on clarity, structure, and brand consistency.
- Conducted research, interviews, and usability validation.
- Delivered responsive UI with clear documentation for developers.
- Highlight: redesign of a Mobile POS system with an accessibility and ergonomics focus.
  +37% legibility and clarity
  -25% recognition time
  Estimated Success: 80%

Product Designer – Meditation NGO (Volunteer) - *2022 – present*

- Redesigned the institutional website to improve clarity, navigation, and perceived value.
- Conducted hybrid surveys, usability testing (Hotjar), and created user-centered architecture.

- Results:
  +20% increase in lecture bookings
  +160% unique visitors
  +181% total sessions
  +25% credibility and brand perception
  Estimated Success: 85%

Founder – E-commerce (Self-managed) - *2021 - 2022*

- Full operation of a digital business, including UX strategy, data-driven adjustments, and branding.

Facilitator / Instructor – NGOs (Brazil & Argentina) - *2014 – 2021*

- Conducted over 2,000 sessions and workshops on emotional clarity, mindfulness, and well-being.
- Led group and individual sessions in both Portuguese and Spanish, including corporate workshops.
- Created digital content, visuals, and information architecture aligned with the audience journey.
- Designed accessible and inclusive experiences across languages and cultures.

Education

- **Graphic Design** – UNICV (2024)
- **Film Directing** – UCINE (incomplete, 2012)
- **Marketing** – UNAMA (incompleto, 2010)

Idiomas

- Portuguese: Native • Spanish: Fluent • English: Advanced (C1)

Certifications

Professional Certificate in UX Design (Google) • UX Design (Design Circuit) • UI Unicórnio (Leandro Rezende) • HTML – Basic Level (Fundação Bradesco) • AI Fundamentals 2.0 – (Data Science Academy) • Motion Design with Figma: Animations & Motion Graphics (Zero to Mastery) • UI & UX Design for Websites and Apps (Lucas Martes) • Copywriting (Rock University) • Dev Journey (Front-End) (EBAC) • UX Writing (EBAC) • User Experience (UX) (FIAP) • Branding (GINEAD) • Advanced English Course (ASLAN)

Tools & Skills

Figma • FigJam • Adobe XD • Illustrator • Photoshop • Corel Draw • After Effects • Premiere Pro • DaVinci Resolve • Spline • Framer • Motion UI • WCAG • Prototyping • Design Systems • Usability Testing • UX Research • Agile/Scrum • Jira • Miro • Notion • Maze • Firebase • Postman API • FlutterFlow • Bubble • Wix • Construct 3 • Office Suite

Metrics presented are conservative estimates based on real data and usability tests. Actual results may vary — and may be even higher depending on adoption and usage context.