

Jose Paulo Barbosa

Atlanta, Georgia, United States

josbarbosa@gmail.com

[linkedin.com/in/josbarbosa](https://www.linkedin.com/in/josbarbosa)

Summary

Experienced UX Designer with a demonstrated history of working in technology industries. Pragmatic, driven with a glass half full attitude I strive to create a pleasant work environment around me.

Experience



Team Lead - Product Designer

U.S. Department of Labor

Jun 2022 - Present (1 year 11 months)

Lead design and user experience for product; own the design process from prioritization through launch.

Inform the product roadmaps, shape project goals, and help define user outcomes aligning with a greater UX vision.

Ensure your cross-functional team delivers a consistent, thoughtful, and thorough user experience with all the work they release.

Assist with recruiting and interviewing candidates.

Continually mentor your design team to discuss, collaborate, and define patterns and research practices.

Continually contribute to research and analytics best practices and processes.

Actively mentor individuals internally and externally to your team to create lovable products.

Demonstrate a sense of ownership and accountability for the team's work and outcomes.

Craft thoughtful UX writing to support your design solutions.

Plan for product area improvements to help our customers accomplish their goals as efficiently and effectively as possible.

Conduct independent research to understand customer needs and de-risk assumptions.

Define your problem space through continuous discovery and exploration, crafting a deep understanding of customer and business needs in your domain.

Create Eng-ready design deliverables using a component library or existing content.

Oversee sprint deliverables so that the intended customer's experience is protected.

Advocate and evangelize UX processes across stakeholder touchpoints.

Be the primary advocate for the user across the entire product experience helping others understand the customer's voice.

Report on product area findings and recommendations to your cross-functional and design teams.



Lead UX | UI Designer

Cohley

Jul 2021 - May 2022 (11 months)

Started from ground up a set of distributed design and product team.

Drive user and stakeholders interviews and gather findings to establish a long term roadmap and prioritize feature development. Create high level wireframes of new features to help development size the effort and business visualize the impact.

Use these metrics to RICE score the features and define short term (quarter by quarter) roadmap.

Create OKR's that correlate with the roadmap items.

Conduct user research and voice of the customer discussions to validate proof of concept ideas in partnership with other platform partners.

Create a design system from ground up. Define used technology and scale the system.

Establish practices to link the designer and the dev teams. Run design critiques and mentor other designers to guarantee outcome.

Create mocks and prototypes for all tickets with UI relevance, keeping constant contact with the dev team in order to optimize both user experience as well as development cost.

Update mocks and team on pivots and demonstrate the supporting research. Provide all necessary material to allow for a clear scope of work.



User Experience Manager

Brightstar Corp.

Jul 2019 - Jun 2021 (2 years)

Manage and mentor the experience design team's workload, priorities and vision.

Be an advocate for the users and steer the product to answer their needs. Push product, development, and overall organization to strive for research based user centric solutions.

Create wireframes, user interface design patterns, and user workflows based on user centered research. Define user interfaces for a web-based & mobile applications based on product requirements, input from field operations & customers.

Organize and maintain a shared work environment.

Create and implement processes that allow the UX/UI team to seamlessly work in a structured agile environment.

Develop, document, and maintain user-interface specifications in the form of user flows and wireframes
Articulate product requirements through simple and elegant interaction design.

Conduct usability tests and work with product management and visual design team members to refine user experiences.

Create visual assets from the design for the developers to use



User Experience Designer

Movimento tech4COVID19

Mar 2020 - Jan 2021 (11 months)

Ux Designer for TeamLoan.pt - A Tech4Covid-19 project that allows human resources sharing between companies that have seen a decrease of demand and the companies that had a spike in production.

Ux Designer for 505.pt - Another Tech4Covid project that makes it ever easier to report cases of domestic violence

Tech4Covid-19 is a network of over 4300 designers, developers, lawyers, project and product managers, marketing etc. that are volunteering to answer problems that the Covid-19 pandemic created in our society.



Senior User Experience Designer

TeamLoan

Mar 2020 - Jan 2021 (11 months)

Take on the user experience lead for the platform. Focus on the users problems and take into consideration the wide spectrum of backgrounds to create a tool that is intuitive and easy to navigate to both prolific and first time users.

Design plan and explain the architecture of the website. Create user journeys, flows and personas. Advise the team on prioritization of features and create an MVP. Define design and explain further enhancements based on the original problem statement.

Create mocks from and communicate with both project management and development teams to achieve a result that is both feasible and works towards the problems that this group of volunteers posed - The shifting HR needs of different industries due to the Portuguese lockdown.

Support the marketing campaigns with a cohesive and appealing design.



User Experience Designer

Minsait ACS

Jan 2015 - Jun 2019 (4 years 6 months)

Create and maintain web sites, landing pages, email campaigns, SEO optimization, interfaces, application wire-frames, mock-ups.

As needed conduct user interviews, research analysis, data analysis, market studies for both internal and external customers.

Create visual assets from the design for the developers to use

Coordinate design reviews between business and development to guarantee the alignment of business and development

Idealize marketing campaigns with the purpose of creating leads, and generating pipeline. Manage online advertisement.

Define and maintain new corporate identities, create logos, establish and overview product design, and execute complete customer oriented events.

Envision, plan, develop and coordinate company and product video productions.

Proficient knowledge of the Photoshop, Illustrator, InDesign, After Effects, Dreamweaver, Adobe XD, Adobe Audition, Sketch, InVision, HTML, CSS, Microsoft Office.

minsait ACS

Graphic Web Designer UI/UX

Minsait ACS

Nov 2009 - Dec 2014 (5 years 2 months)

Develop ads, brochures, signage, posters, and product and customer photography, Word templates, Powerpoint templates, Infographics.

Maintain web sites, landing pages, email campaigns, tutorial videos, sales videos.

Sustain marketing campaigns with the purpose of creating leads, and generating pipeline.

Coordinate campaigns, measure results based on analytics data and provide lead generation reports.

Create and maintain a high standard for the company's corporate guidelines. Ensure the implementation of the company's image in all deliverables.

Envision, plan, develop and coordinate company and product video productions.

Conceptualize, develop, refine and finalize designs for online, print and multimedia pieces to support ACS' product and brand marketing initiatives, on budget and on schedule.

Develop content and designs for the ACS internet and intranet websites as directed. Webmaster duties & responsibilities included.

Create and send HTML email for all marketing campaigns and communications. Develop and create landing pages, for the email campaigns. Manage viewership information for lead conversion

Manage online advertisement. Create and coordinate campaigns, measure results based on google analytics and provide lead generation reports.

Create and implement new ideas to upgrade the company's online presence. Maintain consistency with corporate guidelines.

Envision, plan, develop and coordinate company and product video productions.

Create on budget graphic design layouts and products for trade shows, integrate these with the digital and print campaigns.

Education



Universidade Católica Portuguesa

Som e Imagem, Sound Engineering

2003 - 2008

Skills

Graphic Design • Web Design • Video Production • Sound Design • Sound Editing • Film •
Photoshop • Multimedia • Engineering • Final Cut Pro