



Sammer Soares

Senior Product Designer

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Bio

I'm a Brazilian Product Designer with 10+ years of design experience. I love thinking about interfaces and how to make people's lives easier. Over this time, I worked in some companies and startups, helping them to create or improve their branding, marketing design, iconography, design systems, interfaces, etc.

My passion for design started when I was a kid, drawing everywhere (including the walls). I studied architecture at the college, but my designer side spoke louder. I have been working as a Product Designer for the past years, but I also have good front-end and WordPress development knowledge.



Skills

- Product Design
- Design Systems
- UX / UI Design
- Icon Design
- Wireframe
- Marketing Design
- Print Material
- Prototype
- Illustration
- HTML
- CSS
- JavaScript
- Leadership
- Personas
- eCommerce
- Branding
- Kanban
- A/B Test

Tools

- Figma
- Sketch
- Illustrator
- Photoshop
- Invision
- Google Analytics
- Wordpress

Experience



Awesomic *(Currently)*

Senior Product Designer *(Jan 2023 - Present)*

As a Senior Product Designer at Awesomic, I work in contact with companies and startups from all over the world and have the opportunity to help customers create and evolve their apps, websites, branding, and improve the user experience overall.



WhatsGood *(6 years and 1 month)*

Senior Product Designer / Team Leader *(Oct 2019 - May 2022)*

As part of the technology core team, I had the opportunity to assist in hiring and interviews; Budget-setting meetings; Career plan development; People management; 1-on-1s with team members, etc. I was also responsible for redesigning, maintaining, and documenting the Design System, creating new features, identifying problems, and defining strategies with stakeholders.

Product Designer *(Oct 2016 - Oct 2019)*

As a Product Designer, I assisted in defining design strategies and creating interfaces for projects in different devices such as Tablets, TVs, Web, iOS, and Android; I Helped define and develop new features, maintain the Design System and Branding.



Senior Marketing Designer (May 2016 - Oct 2016)

As a marketing designer, I was responsible for: Creating printed and digital promotional materials (ads, banners, brochures, flyers, etc.); Creating layout and front-end for email campaigns and landing pages; Creating mockups for white label applications; Assisting in defining marketing strategies; etc.



FPP Edu Media (9 months)

UI Designer / Marketing Designer (Jan 2016 - Oct 2016)

At FPP EDU Media, I was responsible for creating graphic materials for its main products, such as EduExpos, The Student World, Study in Canada, and others. I developed printed and digital advertising materials (such as mall ads, magazine ads, banners, brochures, folders, and all printed materials used at the fairs); I worked on creating and defining Landing Pages, Ads, Email Marketing Campaigns, etc.



Nibo (2 years and 3 months)

Marketing Designer (Feb 2014 - Apr 2016)

Working as a Marketing Designer at Nibo, I had the opportunity to: Help build the company's branding and visual communication for all printed and digital promotional materials; Assist with Growth Hacking strategies to capture leads; Run A/B tests to optimize email and landing page performance; Create landing pages; Manage and evolve the WordPress website; Design infographics and eBooks; Design exhibition stands; Manage interns; etc.



Bad Block Store (2 years and 2 months)

Designer / Founder (Oct 2012 - Nov 2014)

Bad Block was a fun t-shirt brand I founded in partnership with a friend. I was responsible for the entire design area of the company, such as branding; eCommerce platform design; Design of marketing materials; Design of t-shirt prints and choice of inks and materials; Communication with suppliers; etc.

Education



BA Graphic Design

IBMR University Center (Nov 2021 - Dec 2023)

I am currently studying Graphic Design at IBMR university, intending to specialize even more in the Design area, complementing my curriculum with subjects I did not take at the architecture school.



BA Architecture and Urbanism

Federal University of Rio de Janeiro (2007 - 2012)

I joined the Architecture and Urbanism College at UFRJ in 2007, where I remained until the end of 2012. This stage was a big step in my career, as I had the opportunity to learn design and architecture concepts from great professors and colleagues.

Certifications



Kanban System Design (KMP I)

Kanban University (2019)

The "KMP I" certificate helped me to better understand and apply kanban concepts in my daily project management, providing a more efficient Kanban management.