

Felipe Dutra

*Sr. Product Designer &
UI Front-end Developer*

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📍 São Paulo, Brazil



HELLO!
I'M FELIPE

I'm Felipe Dutra, a Sr. Product Designer, and UI Front-end Developer. With more than 10 years of experience, I have been in the end-to-end process, from discovery to delivery, idealizing solutions, and developing interfaces.

I've always worked with product people, developers, and entrepreneurs. In this way, I work to understand and develop opportunities for the evolution of the product to attend to and deliver solutions that solve the needs of our users in the best possible way.

My approach involves finding the right balance between aesthetic delight, product value, and business outcomes when designing digital products.

COMPETENCIES

- › Understand and analyze the behavior of people who use the product through evidence and experiments.
- › Work strategically where product development is aligned with the company's mission.
- › Develop the product by collaborating with the product team, developers, and entrepreneurs creating great user experiences that increase engagement and growth results.
- › Measure the results generated and understand all possibilities for continuous improvement of the product.

PROFESSIONAL SKILLS

Product Design UI Front-end Development User Experience Design Process
Design System Prototyping Product Analytics Product Development Creative Vision
Communication Critical Thinking Collaboration Teamwork Problem Solving Feedback

DOMAIN KNOWLEDGE

Startups EdTech HRTEch MarTech FunTech Small Business Software

Professional Experience



Weego.io

Partner & Team Founder | Principal Product Designer & UI Front-end Developer

📅 From September 2019 to December 2022 (3 years and 4 months)

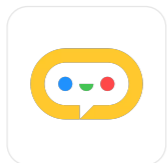
📍 São Paulo, Brazil

🔗 weego.io

For a world with more great leaders. Early-stage, B2B SaaS platform for leadership development on soft skills and people management through micro-learning, collaboration, and best practices to deal with the challenges of being a leader. Recognized with national and international awards for innovation.

Partner & Team Founder, Principal Product Designer, UI Front-end Developer using Agile to develop customer-facing and internal-facing web applications.

- Achieved engagement rates 3x benchmarks and 30% more than the market leader by tailoring the user experience to the user environment, behavior, and personalized challenges.
- Developing the end-to-end product strategy with a focus to attend user needs as well as Weego's mission and vision.
- Validation of evidences and hypotheses through prototypes, understanding quantitative and qualitative data to deliver solutions that really matters to users.
- Creation of User Interfaces (UI) and Front-end Development, facilitating the integration of a pixel-perfect design, ready for developers to make the magic happen.



Social Miner

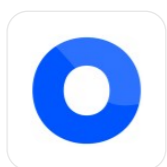
Product Designer & UI Front-end Developer

📅 From January 2017 to July 2019 (2 years and 7 months)

📍 São Paulo, Brazil

🔗 [Social Miner at LinkedIn](#)

Social Miner is a marketing automation platform that combines AI with People Marketing to identify visitors, discover their interests, and engage them inside and outside your website through humanized campaigns and results up to 5x better than the existing tools in the market.



Onne.Link *side project*

Product Designer & UI Front-end Developer

📅 From December 2018 to June 2019 (6 months)

📍 São Paulo, Brazil

🔗 onne.link

Platform to create microsites, sharing and organizing links. More than 10.000 people already use Onne. link to organize their social networks, connect with their audience, share content, and much more.



AppTicket

Product Designer & UI Front-end Developer

📅 From March 2014 to February 2017 (3 years)

📍 São Paulo, Brazil

🌐 appticket.com.br

Sales platform and social strategies for events. More than 20,000 prepared event producers across Brazil use AppTicket to sell tickets and registrations online for their events. Business meetings, music events, sporting events, parties, and all kinds of events.



TV Diário - Afiliada Globo

Visual Designer & Front-end Developer

📅 From March 2012 to March 2014 (2 years)

📍 Mogi das Cruzes - SP - Brazil



Luego

Visual & Motion Designer

📅 From January 2011 to March 2012 (1 year and 3 months)

📍 Mogi das Cruzes - SP - Brazil

Education

- **Design System**
Alura (2019)
- **Professional UX Design Certificate**
Google (2017)
- **Digital & Motion Design**
School of Art and Animation (2011 to 2013)
- **Advanced English - Intensive method**
Callan Planet (2008 to 2011)
- **Bachelor of Technology (B.Tech.), Multimedia Design**
Centro Universitário Braz Cubas (2009 to 2011)

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