

# Pedro H L Almeida.

SENIOR PRODUCT DESIGNER

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Product Designer with 10+ years of experience in designing apps, websites and digital products, working hands-on throughout the entire product development cycle, and always aiming to meet both users and business needs in the best and viable way.

Throughout my career, I have had the opportunity to work on major projects for companies such as Samsung, Itaú, Bradesco, Brasilprev, Banco do Brasil and Vivo, covering a wide variety of products and services across different segments, including finance, insurance, content creation, entertainment and mobile games.

## Expertise

Product design, User-centered design, UX design, Visual Design, Product Discovery.

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## Work Experience.

### Brasilprev - Senior Product Designer (Sep/21 - Now)

Currently working on Brasilprev's personal pension plans platform for both consumer and B2B products, as well as digital channels for partners, including the **Banco do Brasil** mobile app and web banking platform.

- Responsible for UX/UI design, product discovery, and optimizing interaction flows.
- Designed, validated with clients and delivered solutions for the Brasilprev investing platform and Banco do Brasil mobile banking app.
- These solutions resulted in significant sales increases and reduced lead times by up to 90% for operational tasks like portability requests of plans from other financial institutions (transfer-in).

### SiDi - Senior Product Designer (Jun/19 - Sep/21)

Worked on projects with **Samsung** Brazil and Samsung Korea, including apps for the **Bixby** voice assistant and PC applications like the Galaxy Book Experience app and Studio Plus video editor.

- Responsible for UX and visual design, developing interaction and visual concepts for new applications.
- Designed a new application for Samsung PC products, originally called Samsung Welcome, which was later renamed Galaxy Book Experience and launched by Samsung Korea.
- Collaborated closely with SiDi's business development team and supported Samsung Brazil's development partnerships across various business segments, including Twitter, Globo and Mercado Livre.

### **Ci&t** - UX / UI Designer (Aug/16 - Jun/19)

Worked on finance and banking app and website projects for major industry players like **Itaú** and **Bradesco**.

- Responsible for visual design and UI, including motion design and accessibility specifications.
- The solutions delivered led to significant increases in sales revenue through the Itaú mobile app, with investment funds seeing up to a 20% rise. Additionally, user satisfaction improved with the redesigned investment flows.

### **Mobile** - UX / UI Designer (May/15 - Aug/16)

Participated in a variety of projects, including the **Playkids** mobile application, entertainment and quiz apps for the mobile carrier **Vivo**, and internal experimental projects focusing on conversational UX with **Facebook Messenger**.

- Responsible for UX/UI design and app concepts.
- Designed a complete app concept prototype for a new Playkids product called Playkids Fly.
- Explored new business models and services through chatbots and voice UI across segments like beauty services, language learning, and entertainment (quizzes and games).

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## **Education and courses.**

### **Bachelor of Design** - UFPE (2004 - 2008)

Design course from the Federal University of Pernambuco, with focus on digital and graphic design.

### **Digital Product Metrics** - PM3 (2024)

A course that covers the most commonly used KPIs (Key Performance Indicators) for measuring business performance, product health, and the key metrics essential for evaluating user experience and assessing marketing campaign effectiveness.

### **UX Metrics 2.0 Product Analytics** - Punk Metrics (2024)

A course focused on analyzing user interaction data through practical examples, with lessons on UX research, product development, and the use of tools like Google Analytics, Mixpanel, and Firebase.

**Digital Accessibility Workshop** - Marcelo Sales (2021)

A workshop on designing and developing inclusive digital content in line with accessibility standards like WCAG, featuring best practices and testing techniques.

**UX writing workshop** - Conjunto de Ideias (2020)

Workshop on creating clear, concise, and user-centered content for digital interfaces, covering principles of effective microcopy, tone, and voice.

**UX Strategy** - Mergo User Experience (2020)

Course focused on aligning user experience design with business goals, emphasizing the creation of a cohesive plan that integrates user research, design thinking, and business objectives to deliver products that satisfy both user needs and market demands.

**Lean Inception Workshop** - Caroli.org (2019)

Training workshop about the Lean Inception method.

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**Other skills.**

Product design, User-centered design, UX UI design, High-fidelity prototyping, interaction design, information architecture, Product Discovery, Usability testing, Lean, Agile.