

Marcel Bomfim, UI/UX Designer

12 years of experience in developing websites, apps, and other responsive web solutions focused on user experience, conducting research, analyzing data, and prototyping solutions using Figma.

Experience

March 2023 - August 2024

UI/UX Designer / MFM Tecnologia

Responsible for optimizing user experience based on data obtained from market research, Google Analytics, and Hotjar. Identified improvement areas, generated prototypes using Figma, proposed A/B tests, and, among other achievements with the team, increased daily conversions by 28 times, boosted organic traffic by 12.45%, and reduced the bounce rate by 13.97% compared to the previous year. Improvements proven by the increase in customer satisfaction rating from 5 to 8, obtained through an NPS survey.

June 2012 - February 2023

Web Designer / Pandora Soluções

I prototyped, developed, and maintained 37 union portals simultaneously, handling everything from gathering requirements to implementation and support. I also supported the product team by developing applications and designing a complete online assembly and voting system, which enabled unions to achieve record participation and voting rates, even during the pandemic.

May 2011 - June 2012

Web Designer / TI Software

Develop landing pages, banners, and marketing emails using HTML, CSS, and copywriting techniques to boost e-commerce sales.

Skills

Design

Figma, Adobe XD, Photoshop, Illustrator, InDesign, Premiere, After Effects

Data analysis

Google Analytics, Semrush, Hotjar

Development

HTML, CSS, JavaScript, PHP, WordPress

SEO & Marketing

Copywriting, Google e Facebook ADS, RD Station, Mautic

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Education

Bachelor's degree in Advertising and publicity

Universidade Nove de Julho, 2010 - 2014

Certificates

- Design Thinking
- Gestalt
- Google UX design
- LGPD
- SEO
- Social media

Languages

Portuguese C2

English B2 (in progress)