Samuel Sanção de Moura

Designer   22/02/1989

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As an experienced UX/UI designer with over 15 years in the field, my expertise spans product design, user experience, and interaction design. I have a background in illustration and comics, which I leverage in personal projects such as art prints and illustrated book projects. Additionally, my passion for board games and digital video games has led me to develop personal projects in these areas, honing myskills in game design and interactive experiences.

Professional experience

2024

Lumenalta
Senior Product UI/UX Designer
July 2023 - September 2024

Previously known as Clevertech, Lumenalta is group of highly-trained technologists that have supported the world's leading brands across industries since 2000.

Collaborating closely with product managers, developers, and fellow designers to craft top-notch solutions for clients. Together, we streamline user experiences, utilizing processes like user research, workshops, and data analysis to inform our designs. We're committed to building and refining design systems, ensuring simplicity and innovation in every component and layout. Whether it's mobile or web interfaces, we leverage various tools to communicate ideas effectively and present comprehensive solutions that prioritize user experience at every stage.

Design of Stadium app and its design system.

2023   Tools: Figma, Miro, Lottie, Adobe After Effects

2023

Loadsmart

Senior Product UI/UX Designer
October 2019 - January 2023

2022   Loadsmart is a logistics solutions provider, automating how freight is priced, booked, and shipped. Which include Saas products for Shippers and a Loadboard for Carriers

2021   Partnership with product managers to create beautiful and effective experiences that simplify routine tasks for users. Introducing our processes translated into interfaces: user research, opportunity solution workshops, setting metrics, and data analysis. Creating, adopting and contributing to the design system to achieve simple solutions, and contribute to the design system by creating and maintaining innovative components, layouts, or usability solutions that will be used by the whole team. Using any tool necessary (wireframes, images, sketches) to generate solutions, communicating ideas and presenting that consider every step of the experience. Defining success metrics for products and bring in-depth analysis for your team to help them take user-centered decisions.

2020   Creation of Miranda, Loadsmart's Design System and leading the Design-Ops team to help other designs build fast and easy interfaces

2019   Tools: Figma, Miro, Mixpanel, Hotjar, Google Analytics, Useberry, Notion, Jira, Slack, Adobe, Sketch, Invision, Abstract

UOL - Universo Online

UI/UX Designer
December 2015 - October 2019 (3 years 10 months)

UOL is the world's largest Portuguese-speaking portal, which is organized in 42 thematic stations with more than 1,000 news sources and 7 million pages. The portal provides website hosting, data storage, publicity dealing, online payments, and security systems.

Designed: Placar UOL, UOL Notícias, Bate-Papo UOL, UOL Cotações, UOL Mail, Bol Mail and UOL Host Mail. Concepting and redesigning the new visual identity for UOL apps. Design project of indoor medias

Concepting and redesigning the new visual identity for UOL apps.; Design project of indoor medias; Definition of briefing and project scope; Delivery of specs and assets for development ; Usability tests; Quality Assurance and A/B testing. ; Heatmap. ; Benchmarking ; Requirement survey ; User Search (Questionnaire, Interview, Person, User Journey) ; Information Architecture (Wireframe, Sitemap, navigable prototypes) ; Direct user observation (Usability Test, A / B tests) ; Web and mobile interface design ; Interaction Design ; Front-end (html / css) ; Domain

of tools like Sketch, Invision, Zeplin and Adobe Package (Photoshop, illustrator, indesign) ; Creating wireframes; Prototyping (mockup) in high and low fidelity navigable mockups ; Layout Test; Design creation for mobile and web products of the company; Product customization; Drafting internal and external presentations; Design of internal company communication; Experience with agile projects ; Collaboration with team and team spirit .

Tools: Sketch, Zeplin, Axure, Invision, Google Analytics, Jira, Slack, Adobe, Microsoft Office

HANZO

Senior UI Designer
October 2014 - November 2015 (1 year 2 months)

Hanzo is a SaaS digital payment Platform which includes products such as eCommerce, POS, Loyalty, Promotions, and Marketing CRM.

Definition of briefing and project scope; Creating wireframes; Prototyping (mockup) in high and low fidelity navigable mockups User research; Navigation Test; Layout Test; Presentarion Prototyping; Design creation of mobile and web products for the company Product customizarion according to each customer; HTML and CSS development; Drafting internal and external presentations Design of internal company communication;

Main Customers: Unilever, Kibon, Mastercard, Shell, Guiarias, Cielo, Riachuelo

Tools: Sketch, InVision, Adobe, HTML, CSS, Jira, Microsoft Office
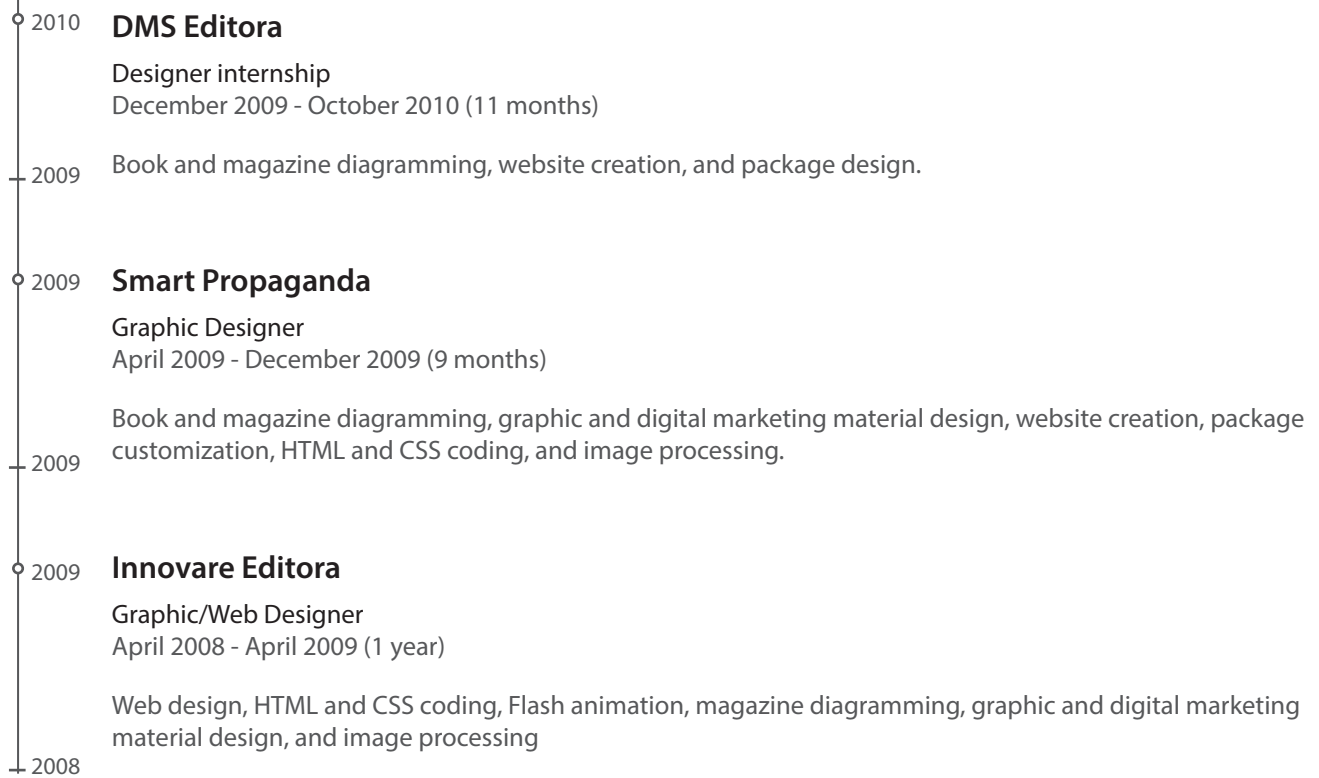
iAi? Instituto de Artes Interativas

Interaction Designer
March 2011 - February 2014 (3 years)

The iai? was a school focused on the practical teaching of new technologies promoting creativity and innovation. Allied with the school, the iai? had a space for lectures, events and interactive exhibitions. In parallel, the iai? provided consultancy and produces highly customized mobile/web applications and systems for high-volume and complex businesses.

Design for mobile apps and websites; Client meetings; Briefing definition de project scope; Wireframes; High and low fidelity prototypes; Navigable mockups; User research; Navigation test; Teste de layoutLayout test; HTML and CSS; Design material for graphic and digital marketing ; Illustration; Motion design; Packaging design

Main costumers: SKY, New Holland, Nestlé, Ambev, Kalunga, entre outros

Tools: Sketch, InVision, Adobe, HTML, CSS, Jira, Microsoft Office

2010 **DMS Editora**

Designer internship
December 2009 - October 2010 (11 months)

2009 Book and magazine diagramming, website creation, and package design.

2009 **Smart Propaganda**

Graphic Designer
April 2009 - December 2009 (9 months)

Book and magazine diagramming, graphic and digital marketing material design, website creation, package
2009 customization, HTML and CSS coding, and image processing.

2009 **Innovare Editora**

Graphic/Web Designer
April 2008 - April 2009 (1 year)

Web design, HTML and CSS coding, Flash animation, magazine diagramming, graphic and digital marketing
material design, and image processing

2008

Expertises

• Product Design
• User Experience
• Information Architecture
• Interaction Design
• Focus on Innovation
• Leadership
• Design Thinking
• Accessibility
• Gamification
• Usability and Interface Design (UI) for mobile and responsive web applications
• Delivery of specs and assets for development
• Usability tests, Quality Assurance and A/B testing
• Heatmap
• Benchmarking
• Requirement survey
• User Search (Questionnaire, Interview, Person, User Journey)
• Information Architecture (Wireframe, Sitemap, navigable prototypes)
• Direct user observation (Usability Test, A / B tests)
• Web and mobile interface design
• Interaction Design
• Front-end (html / css)
• Domain of tools like Figma, Sketch, Invision, Zeplin and Adobe Package (Photoshop, illustrator, indesign)
• Tracking tools (Google Analytics, Mixpanel, Hotjar)
• Experience with agile projects
• Collaboration with team and team spirit.

Education

Universidade do Porto

Masters, Illustration Sep 2024 - Jun 2026

Covered key areas such as childhood and editorial illustration, scientific illustration, and contemporary illustration trends, emphasizing digital grammar and market integration.

Short-term courses, Wordless comics Oct 2023 - Dec 2023

Focused on illustration traditions and contemporary paradigms, including digital influence, market dynamics, and authorship in illustration.

Specialization, Illustration Sep 2022 - Jun 2023

Covered key areas such as childhood and editorial illustration, scientific illustration, and contemporary illustration trends, emphasizing digital grammar and market integration.

Universidade de Sao Paulo

Letras Portuguese-French, bachelor student 2015 - 2020

Emphasized critical language studies, with opportunities in teaching, editing, translation, and literary criticism.

Universidade Presbiteriana Mackenzie

Design, bachelor, 2009 - 2013

Developed broad design skills to address the evolving demands of contemporary society.

Quanta Academia

Comics, 2012

Concentrated on storytelling through comics, guided by industry experts, covering character development and page design.

ETEC Rocha Mendes

Graphic Design, tech, 2007 - 2008

Included training in design, marketing, advertising, and software like Photoshop, Illustrator, and InDesign, with additional focus on art history and visual identity.

Languages

Portuguese - Native speaker
English - Fluent
French - Intermediary
Chinese - Basic