

DANIEL MENESES

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ABOUT ME

I have solid knowledge and experience in UX/UI design and product development, working across all stages of the design process—from user research and wireframing to prototyping and final implementation. My expertise includes design systems, usability testing, and interface design, ensuring intuitive and engaging digital experiences.

SKILLS

UI/UX Design | Product Design | User Research | Design Systems | Wireframing | Prototyping | Usability Testing | Accessibility | Figma | Adobe Creative Suite | Design Tokens | HTML | CSS | Web Design Principles | Interaction Design | Branding design | Agile Methodologies | Team Leadership | Git | Collaboration with Development Teams |

WORK EXPERIENCE

Loading Desenvolvimento Jr

Director of Marketing & Sales | Jan 2024 - Jan 2025 | Sobral, CE

- Led the UI/UX design team, ensuring consistency, documentation, and alignment with development teams to enhance digital solutions.
- Spearheaded marketing and sales strategies, expanding the company's market presence through targeted campaigns and prospecting.
- Managed the design and execution of digital products, improving usability and engagement for clients.
- Implemented design systems and prototyping workflows, optimizing the product development process and reducing iteration time.
- Tech Stack: UI/UX | Figma | Design Systems | Prototyping | Wireframing | Branding | Marketing Strategies | Agile

Grupo Alan Araújo

UX/UI Designer | Mar 2024 - Nov 2024 | Sobral, CE

- Designed interfaces and user experiences for digital products, improving usability and accessibility.
- Conducted user research and testing, ensuring data-driven decisions for product enhancements.
- Developed the visual identity and interaction design for key products, including APPI, Cad Ágil, and Clube de Fibra.
- Tech Stack: UI/UX | Figma | User Research | Interaction Design | Prototyping | Usability Testing | Design Systems

EDUCATION

Bachelor's Degree in Computer Engineering
Federal University of Ceará - UFC Fev, 2020 - Present

LANGUAGES

Portuguese – Native
English – Basic (A1)
Spanish – Intermediate (B1)