Felix Benito

Resume

33 years old – Located in Ribeirão Preto / SP – Brazil

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Portfolio: https://felixbenito.com/my-work/

Intro

I am a product designer that solves business problems through strategy and design with 16 years of experience, working in B2B and B2C clients.

In my activities I research, analyse data and do benchmarking to get references and content to create my work based in user needs. I am comfortable in talk direct the client or the manager of the project, in order to discuss business models, precification, OKRs and marketing strategies.

I can facilitate workshops to create the scope for the work to set the roadmap, the journey map, the personas, the information architecture, the branding and the prototypes.

To evaluate the results I usually do user tests and track metrics through analytics or hotjar.

As I have a background in art and advertising, I can sketch and come up with ideas from different perspectives.

Experience
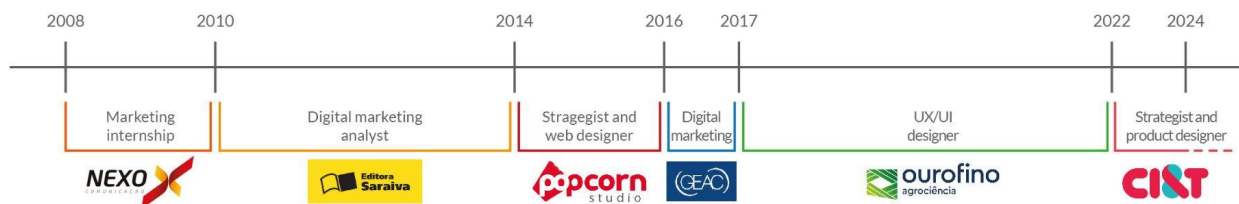
• CI&T – 2022 to present

Senior Product designer / Strategist (performance in EMEA)

Through Agile and Lean UX I work for clients based in Europe and Latam, I am responsible for develop the strategy, business definitions and the design of the digital products.

Coca-Cola (Latam) is the most recognized brand in the world, selling around 2.2 billion products daily, a truly impressive brand. As a product designer, I am working in order to facilitate the buying and selling process between bottlers and the distributor market through web applications, chatbots, among other communication systems.

For Kraft Heinz (France and Brazil) I created the Sales Tech Ecosystem, that connects data in different scenarios to give to the stakeholders the best value information to take sales insights and actions during the sell-in, execution or sell-out period.

I participated in the process of the discovery of the dashboards, workshops of creation and ideation, design talks and presentation to the client. I was also responsible for giving a design style to the project and for the marketing campaigns.

Take a look in the project: https://felixbenito.com/sales-tech-ecosystem/

For RHI Magnesita (Austria and Brazil) I developed the design of a Saas software that is an advanced control and automation web tool that provides assertive and fast addition recommendations to adjust the slag in the steel making process.

I was responsible for improving the user experience and the design of the software, creating a consistent design system, analyzing data and tests with users. I also created the branding definitions, the logotype and the digital marketing strategy.

Take a look in the project: https://felixbenito.com/ladle-slag-model

• Ourofino Agrociência – 2017 to 2022

Mid-level UX/UI designer

I was responsible for the user experience in digital products for the Brazilian agriculture.

Working together with the marketing, the sales and the research team, we created the Reimagined Products that are Ourofino Agrociência's entry into the market products with different formulations, increasing brand value and being able to earn more.

To differentiate the sales process and to enter in new markets, I develop a strategy analyzing the competitors, doing interviews with users and agronomists, creating researches about the time to market in agriculture, user journeys and setting a roadmap to create the sales platform. I also developed the design system, the branding of the project and the prototypes, testing it with the users through interviews.

Take a look in the project: https://felixbenito.com/reimagined-product/

• Grupo Educacional Augusto Cury – 2016 to 2017

Digital marketing analyst

Augusto Cury is a famous Brazilian writer and psychologist, he has a school that teaches socio emotional education. I was responsible for developing the digital solutions and the strategy. With the developers, sales and the managers, we set the technology and all the functionalities, information architecture and wireframing for the project. After that, I developed the prototype, the style guide and the user testing to evaluate the platform.

• Popcorn Studio – 2014 to 2016

Web designer

I was the webdesigner of the studio working on digital products for clients from Brazil (Cory, Icekiss, MiniJob, Luckro and Algar Telecom), Argentina (Twitter) and the United States (Twitter, Johnson and Johnson).

My responsibilities were participating in the strategy and definition of the roadmap, the user journeys, the site mapping, the information architecture, the prototypes and the presentation for the clients to discuss details and prioritization.

I worked in the design of two applications: the MiniJob that was a game for parents and childs playing together with the daily tasks; the Luckro that was an application for B2B companies to manage the administrative and financial areas.

• Saraiva – 2010 to 2014

Digital marketing analyst

Saraiva is a famous bookstore and publisher from Brazil and one of the core businesses was solutions for education. My role was to create the e-learning platforms, setting the plan and developing the products to engage the students and teachers in the beginning of digital learning. Working together with managers, sales team, teachers and pedagogical specialists, our solutions attended 500 schools in all states of Brazil.

I was also responsible for the branding of the company, the digital marketing campaigns, advertising and the website to sell the products and services.

• Nexo Comunicação – 2008 to 2010

Marketing Internship

In my first job I attended clients from an agency based in Brazil, working with marketing in traditional and digital media, developing the design and the concepts for advertising in newspapers, magazines and outdoors. I also created logotypes, posters, catalogs and corporate communication.

• Avós na Internet – 2019 to present

Personal project

Once I saw an elderly man who couldn't request transportation to return home by cell phone,

so I decided to help him and help all people who have the same need, founding in 2019 the Avós na Internet project.

After researching and interviewing several seniors, I mapped the main needs raised in the results and created solutions that help seniors in their main day-to-day activities, such as using the cell phone, sending an email, creating an account on social networks, using apps basics, among others through content that is easy to understand and accessible.

Take a look in the project: https://felixbenito.com/avos-na-internet/

Education

• **Product design** – Alura – 2023

• **UX design** – Google – 2022

• **Executive MBA** Integrated Marketing and Communication Management – ESPG – 2021

• **Postgraduate** degree in graphic design – Senac – 2013

• **Graduated** in Publicity and Advertising – Moura Lacerda – 2011

• **Drawing, painting and music** – Kinder – 1997 to 2008

Languages

Portuguese (native) – English (fluent)

Skills

Strategy and planning	OKRs	Branding
Research	Prototyping	Usability test
Roadmap definitions	Design system	Workshop facilitation

Tools

Figma	Invision	Trello
Adobe Creative Cloud	Whimsical	Hotjar
Wordpress	Azure	Google Analytics
Miro	Jira	