

Bruno Mota

Head of Design - UX/UI - Product Owner
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I'm Bruno, an e-commerce specialist with great knowledge of UX e UI and user-centered design.
I'm looking for a design driven company with great work culture.

2013 - until now:
KuntoKusta - PáginaDotCom S.A.

Head of Design - Product Owner

Design team leader and Senior UX/UI Designer working on:

UX/UI

Website Desktop & Mobile

Android & iOS apps

Main Design System for all products

Marketplace Seller's Backoffice (internal design and development)

Internal backoffice tools

A/B Testing focusing on growing conversion

Interactive Prototypes, Wireframes, User Journeys

Information architecture

B2C & B2B Communication Design

I also do/have done:

Creating and implementing a new business model

Search engine customization and maintenance

Creator of the store sorting algorithm

Creator of the price promotion calculator algorithm

Selecting and interview content and design candidates

Training new team leaders

Product Owner of some products

2012 - 2020:
KuntoKusta - PáginaDotCom S.A.

Head of Content/ Head of Design*

*the same as above

Main responsibilities:

Managing the content team

Product matching rules definition

Designing the main tool for product matching

KPI definition and for goal oriented OKR

Candidates interviews, selection and training

The only KuntoKusta Supermercados UX/UI designer, from scratch to deploy

2009 - 2012:
KuntoKusta - PáginaDotCom S.A.

Content Manager/ Webdesigner

Creating and matching products

Ads design and social media posts

Google Display Ads

Landing pages

More experiences and further information on the following links:



INTERACTION DESIGN
FOUNDATION

