

Elias Ricardo Araujo Santos

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PROFESSIONAL SUMMARY

Senior UX/UI Designer & Frontend Developer with 5+ years of experience building scalable, high-performance digital products for enterprise clients across LATAM and the USA.

Specialized in **design-to-code workflows**, **design systems**, and **performance optimization**, with proven impact in component reuse (+73%), load-time reduction (-40%), and accessibility (WCAG).

Trilingual professional (PT/ES/EN), remote-first, experienced in leading cross-functional teams from discovery to deployment.

PROFESSIONAL EXPERIENCE

OLIVER AGENCY | Freelance UX/UI & Frontend Developer | Dec 2024 – Present

- Delivered optimized Salesforce Marketing Cloud (SFMC) email campaigns and digital marketing collateral for high-profile clients like Serasa Experian, Danone, and Stellantis.
- Designed responsive email templates with pixel-perfect alignment across diverse rendering engines.
- Built custom automation workflows using AI tools and Cursor-assisted development, reducing production time by 87.5% (from 80 to 10-20 minutes per campaign).
- Managed the migration and localization of digital products from Spain to Latin America, resolving complex WordPress infrastructure challenges.

TRAILMERGE | Freelance Frontend Developer & Designer | Aug 2025 – Dec 2025

- Built and deployed 85+ pages for a landscaping SaaS platform in 2.5 months.
- Managed technical architecture across Next.js, Angular, and Astro to meet evolving business requirements.
- Implemented responsive interfaces using Tailwind CSS and Shadcn UI, ensuring pixel-perfect alignment with design specs.
- Developed a reusable component library to standardize UI patterns and reduce developer overhead.

TOOLZZ | Contractor Lead Designer & Frontend Developer | Mar 2022 – Jul 2025

- Led design and frontend development for an enterprise LMS platform serving 100+ institutions.
- Improved operational efficiency for educational institutions by streamlining content creation and delivery through AI-powered workflows.

- Designed an AI content generation tool (text-to-image, speech-to-text, image-to-video) focused on simplifying complex workflows.
- Scaled the mobile app to 500+ active users through iterative design and usability testing.
- Implemented responsive interfaces using Next.js, Tailwind CSS, and Shadcn UI.

ZURICH INSURANCE GROUP | UX/UI Designer | May 2024 – Nov 2024

- Led the website redesign for Zurich Brazil, conducting user research and competitive analysis to identify friction points.
- Created interactive Figma prototypes to validate design decisions with stakeholders.
- Implemented GA4 and GTM to establish analytics tracking, enabling data-driven optimization of conversion flows.

EDUCATION

UNG University – Bachelor in Service Design (In progress)
Expected Graduation: 2026

CERTIFICATIONS

UX Research: Metodologias e Imersao em Pesquisa - May 2022
UX/UI & Prototype Estacao hack from Facebook - Mar 2021
JavaScript para Web: Crie paginas dinamicas - Nov 2022
UX Design Patterns with Checklist Design - Aug 2024
(More than 40 courses in Web Design, Frontend Development, and UX Research)

TECHNICAL SKILLS

Design & UX: Figma, Prototyping, UX Research, Design Systems, WCAG

Frontend: React, Next.js, Astro, Tailwind CSS, Shadcn UI, TypeScript

Analytics & Experimentation: GA4, GTM, Hotjar, Maze

AI & Automation: OpenAI, Replicate, Cursor

Methods: Design Thinking, Double Diamond, Lean UX, Agile, Scrum, Service Design

LANGUAGES

Portuguese: Native | Spanish: C2 | English: C1