Elias Ricardo Araujo Santos

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PROFESSIONAL SUMMARY

UX/UI Designer with 4+ years of experience designing user-centered digital products for enterprise and international clients across Brazil, Bolivia, Ecuador, and Colombia. Skilled in leading end-to-end design processes, from research and wireframing to prototyping and front-end implementation. Strong background in product strategy, AI-integrated UX, accessibility (ADA best practices), and KPI-driven design. Proven success collaborating cross-functionally in agile teams to build high-impact, scalable, and inclusive digital solutions.

PROFESSIONAL EXPERIENCE

TOOLZZ (Mar 2022 – Jul 2025)

- Led the design team on a corporate LMS platform project.
- Developed an AI platform integrating text-to-image, text completion, image-to-video, and speech-to-text technologies.
- Created a mobile app with over 500 active users, optimizing user experience and interface.
- Conducted UX research with stakeholders from large enterprises.
- Implemented responsive front-end interfaces using Next.js, Tailwind CSS, and Shadcn UI.
- Worked in agile environment with Scrum methodology.

OLIVER AGENCY (Dec 2024 – Feb 2025)

- Migrated the OLIVER Spain website to the Latin America version.
- Adapted content and structure for Portuguese and Spanish-speaking markets.
- Resolved complex WordPress technical challenges.

ZURICH INSURANCE GROUP (May 2024 – Nov 2024)

- Mapped full website HTML for Google Tag Manager implementation.
- Configured Google Analytics 4 (GA4) integration.
- Implemented advanced data tracking for digital performance analysis.

ZURICH INSURANCE GROUP (Sep – Oct 2024)

- Led website redesign proposal for Zurich Brazil.
- Conducted user research to inform design decisions.
- Created wireframes and interactive prototypes using Figma.

EDUCATION

UNG University – Bachelor in Service Design (In progress)

Expected Graduation: December 2025

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, Front-end Development, and UX Research)

TECHNICAL SKILLS

Design & UX:
Figma, Wireframing, Prototyping, UX Research, Design Systems, Accessibility (WCAG), Heuristic Evaluation

Front-end & Tools:
React, Next.js, Tailwind CSS, Shadcn UI, TypeScript, HTML/CSS, Framer, WordPress, FlutterFlow, Notion, Draw.io

Analytics:
Google Analytics 4 (GA4), Google Tag Manager, Hotjar, UserTesting, Maze

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

AI & Automation:
Text-to-Image, Text Completion, Image-to-Video, Speech-to-Text (OpenAI, Replicate, etc.)

LANGUAGES

Portuguese: Native | Spanish: Fluent | English: Upper-intermediate