Carlos Eduardo (Cadu) Fantin

Product Designer | UX Researcher | UI Designer

You can call me,	or write me,	get to know me better,	or meet me!
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About me

My name is Cadu and I'm a designer and experience researcher with expertise in graphic and motion design. My passion lies in leveraging technology to connect people and businesses with user-friendly and captivating digital experiences that balance purpose and simplicity. As a designer, I strive to transform tech, functionality, and objectives into seamless interfaces, allowing users to make the most of both digital and non-digital products, services, and experiences.

Experience

PRODUCT DESIGNER UX/UI @ AMBEV TECH (MAY 2021 - JUL 2023)

I was part of a team with the goal of creating digital solutions for internal processes within the logistics teams of the company in Brazil, the USA, Canada, and South Africa. I worked to implement research and usage data analysis of the tools, as well as understanding the needs of stakeholders, to guide the development of new tools with specific regional aspects for each country. I acted as a UX researcher, using both quantitative and qualitative data as a foundation for creating solution prototypes, testing them with our users, and assisting front-end and back-end teams in development.

PRODUCT DESIGNER UX/UI @ CENTAURO / GRUPO SBF (JUN 2019 - APR 2021)

I joined Centauro as a Product Designer on an innovation team with a project aimed at bringing athletes of all levels together with professional coaches. In the early phase of the project, I worked as a researcher, conducting interviews with diverse focus groups and facilitating discussions to assist in the creation of the service and its digital experience. Later, I joined the team responsible for the product research process within the e-commerce platform. My goal was to help our customers find the right product for their sports journey based on usage statistics combined with research.

MOTION DESIGNER | GRAPHIC DESIGNER @ NEWBLUE (MAR 2015 - FEB 2019)

At NewBlue, I worked as a Graphic Designer, creating advertising materials such as static banners and email marketing campaigns for various clients, including Google, Claro, Net, and NewBlue agency itself.

In 2016, I transitioned into the field of motion design, where I crafted animated HTML5 banners to replace the outdated flash animation process. During this shift, I began incorporating UX concepts into my workflow. I conducted A/B tests with both animated and static banners to collect data and gain a deeper understanding of how to improve key metrics for the agency.

Education and Courses

- **Member of the Interaction Foundation Design (2021-2022)**

- **Gama Academy (2019)** | UX/UI Design Course with Multidisciplinary Teams - Ranked first among course participants.

- **Universidade Anhembi Morumbi (2012-2016)** | Bachelor's in Digital Design

Skills

- **UX research** | User interviews, research, quantitative and qualitative data analysis, benchmarking, usability testing.

- **UI Design** | Heuristics, utilization of Design Systems, Visual Design, Interaction Design, Prototyping, Accessibility.

- **Tools** | Figma, Hotjar, Fullstory, Maze, Adobe Creative Cloud Suite, Miro.

- **Idiomas** | Português e Inglês fluentes.