

VIVALDO DE OLIVEIRA SANTANA

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UI/UX Designer | Web Designer

Professional Summary

UI/UX Designer with hands-on experience creating user-centered web and mobile solutions through end-to-end design processes, from research and wireframes to high-fidelity prototypes.

Built some complete case studies focused on improving workflows, collaboration, and information architecture using Figma. Background in customer service, operations, and education, bringing strong empathy, communication, and problem-solving skills to design teams.

Technical and Soft Skills

- **UX & Product Design:** User Research, User Interviews, Personas, User Journeys, Problem Discovery & Definition, Usability Testing, Product Thinking, Case Study Development
- **UI & Interaction Design:** Wireframes, High-Fidelity UI, Interactive Prototypes, Design Systems, Accessibility, Responsive Design
- **Tools:** Figma, Adobe Illustrator, Adobe Photoshop
- **Front-End Foundations:** HTML, CSS, JavaScript
- **Back-End & Databases (Basic):** Python, PHP, SQL, MariaDB
- **Soft Skills:** Clear Communication, Empathy, Problem Solving, Collaboration, Adaptability, Attention to Detail, Time Management

UI/UX Design Projects

Buyers Drug Mart – In-Store Product Lookup & Inventory Access - UX/Product Design Case

- Identified critical usability and availability issues in the existing PDT (handheld scanner) system, including limited device access and complex workflows.
- Analyzed in-store tasks such as product lookup, price checks, shelf location, and stock availability to understand operational pain points.
- Defined a product opportunity for a mobile-first app connected to internal systems, enabling associates to access inventory, pricing, and shelf locations on personal devices.
- Designed user flows and low- to mid-fidelity wireframes focused on speed, clarity, and reduced cognitive load for frontline staff.

BandHub – Collaborative Music Platform - UX / Product Design Case

- Identified usability gaps in existing music collaboration platforms, including fragmented workflows, poor file organization, and limited visibility into project status.
- Analyzed core user tasks such as creating projects, uploading tracks, managing versions, and exchanging feedback between band members and producers.
- Defined a product opportunity for a centralized collaborative platform that brings project management, file sharing, and communication into a single experience.
- Designed user flows and low- to mid-fidelity wireframes focused on clarity, fast onboarding, and reducing friction in the creative process.

Professional Experience

Customer Service Ambassador - Shoppers Drug Mart – Ottawa/ON - Canada Present

Dec 2024 –

- Assist customers with inquiries.
- Resolve issues quickly while maintaining a positive customer experience.
- Operate digital systems for transactions and inventory.

- Demonstrate strong communication, multitasking, and service-oriented problem-solving

Warehouse Associate – Canadian Tire – Ottawa/ON - Canada

03/2023 – 12/2024

- Worked with inventory handling, product receiving, and stock organization in a high-volume retail environment.
- Followed standardized workflows and digital systems to track inventory and product movement.
- Identified operational inefficiencies in product lookup and stock handling that informed later UX case study work.
- Collaborated with team members to ensure accuracy, speed, and safety in daily operations.

Digital Marketing Consultant - Ipemig - São Paulo – Brazil

01/2021 - 07/2022

- Designed landing pages and online enrollment forms optimized for lead capture and usability.
- Created referral and registration flows for educational programs, improving conversion and completion rates.
- Planned and executed A/B tests on landing pages to evaluate and optimize performance metrics.
- Collaborated with designers and copywriters to develop engaging and data-driven digital campaigns.
- Responded to user inquiries and feedback across digital channels, ensuring a positive customer experience.
- Designed and analyzed paid media campaigns using Facebook and Instagram Ads Manager.

Branch Manager - UCA – Guarulhos – Brazil

01/2019 - 12/2020

- Led daily operations, including staff hiring, training, scheduling, and performance management.
- Implemented process improvements to streamline workflow and increase team efficiency.
- Developed and executed customer engagement strategies, resulting in increased satisfaction and retention.
- Oversaw promotional campaigns and monitored performance metrics to boost branch revenue.
- Facilitated weekly team meetings to align goals, track progress, and resolve operational issues.

Sales Consultant - FCE – Guaratinguetá – Brazil

01/2016 - 12/2018

- Advised clients on tailored solutions by identifying their needs and aligning with available offerings.
- Delivered detailed product presentations and responded to customer inquiries with clarity and accuracy.
- Worked closely with marketing to support promotional campaigns and improve sales materials.
- Built strong customer relationships through follow-ups, referrals, and personalized service.
- Met and exceeded sales targets through cold calling, networking, and lead generation strategies.

ESL School Coordinator - Fisk - São Paulo

01/2005 - 04/2015

- Coordinated academic operations, including teacher mentoring, training sessions, and classroom evaluations.
- Introduced new educational technologies and supported staff in implementing digital tools.
- Led workshops and onboarding programs to improve instructional effectiveness and student engagement.
- Delivered English language instruction using interactive materials and multimedia tools across all proficiency levels.
- Promoted clear communication, cultural awareness, and student-centered learning through creative lesson design.

Education

Algonquin College - Ottawa – Canada - 01/2024

Diploma in Web Development and Internet Applications - *graduated with Honours - GPA 3.86*

Certifications

- Amazon AWS Certified Cloud Practitioner CLF-C02 (course)
- Build Responsive Real-World Websites with HTML and CSS
- Figma UI/UX Design Essentials
- Motion Design with Figma

Languages

- Portuguese (Native)
- English (Advanced)