

JUNIOR MADUREIRA

SENIOR UX/UI DESIGNER

juniormadu.com

EXPERIENCE

Z Energy, Senior Experience Designer

Mar 2019 - Present | Auckland, NZ

- Within the Innovation team, I work on a portfolio of initiatives that combines new products and services with ambitious, more experimental projects that focus on the future of Z.
- Using HCD and Lean methodologies, I facilitate workshops to help identify customer problems, ideate solutions, create prototypes and conduct user testing.
- Work alongside project managers to create innovative customer experiences while demonstrating the value of design through the creation of artefacts such as user stories, user journey maps, story and concept boards.
- Create wireframes, low and high fidelity interactive prototypes to help stakeholders evaluate and visualise new CX initiatives in the Z App.
- Liaise with external UX/UI designers and developers to implement features as well as help prioritise backlog items in development sprints.
- Conduct customer interview sessions to gather quantitative and qualitative data to co-create insights that help with our design decision making.
- Some of the projects I have been involved with: EV/mobility as a service investigation; voice implementation for Z App coffee pre-order; mobile fuel delivery investigation; creation of fuel+electricity bundle offer with Flick Electric and Z; co-create new car wash offers using customer insights; creation of Z app gamification strategy; support Fastlane and Sharetank POs with customer interviews and ideation workshops.

www.innovationrefinery.nz

Unleashed Software, Creative Manager

Oct 2017 - Mar 2019 | Auckland, NZ | Direct reports: 2

- Supported the Product team with UI guidance and feedback.
- Provided creative design solutions for global lead acquisition through website improvements, user registration process, digital campaigns, customer journey.
- Increased lead conversion rate from 10% to 19% for FY18.
- Led a small but highly productive creative team of visual designers and copywriters.

Unleashed Software, Head of Design

May 2014 - Oct 2017 | Auckland, NZ | Direct reports: 2

- Utilised human-centred design methodologies to put our customers at the heart of the design process through consistent communication and iteration.
- Worked closely with the Product and Development team using Agile methodologies to deliver a world-class user experience.
- Responsible for User Research, Information Architecture, Interaction and Visual Design, Prototyping, and User Testing across web and mobile products.
- Designed task flows, wireframes, and high fidelity interactive prototypes.
- Managed the UI team to develop and implement the user interface designs.

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I'm a multi-disciplinary designer focused on visual, UX and UI design.

My passion is solving customers' problems by creating thoughtful and enjoyable user experiences through a human-centred design approach.

SKILLS

RESEARCH

User interviews, Surveys, Usability testing, Contextual inquiry, Cognitive walkthrough, User personas, A/B testing, Data and Task analysis, Customer insights workshops

RAPID PROTOTYPING

Low to high fidelity prototyping, Interactive prototyping

DESIGN

Human-centred Design approach, user flows, wireframing, conceptual sketches, mock ups, interaction design, mobile design

TOOLS

Adobe CS, Sketch, InVision, Overflow, Abstract, Figma, Axure, Balsamiq, UXPin, HTML/CSS/JS

COURSES

Product Design, Udacity + Google First Line Leadership, DavidForman SEO, SearchMasters

METHODOLOGIES

Human-centred design
Agile and Lean UX

EDUCATION

BACHELOR OF ARTS (BA), GRAPHIC DESIGN

2000 - 2004

Florianopolis, Brazil

EXPERIENCE

Unleashed Software, Head of Design

Continued...

- Managed the mobile app UX/UI design project, from end-to-end, performing hands-on tasks in the research and ideation phases, as well as prototyping, wireframing and designing the user interface. Liaised with external dev agency.
- “Ease of use” interface considered one of the key benefits by 87% of customers.
- Executed on a variety of design projects such as the corporate visual identity, video production, marketing campaigns and website redesign.

Unleashed Software, Design Manager

Jul 2012 - May 2014 | Auckland, NZ

- Focused most of my time supporting the Product and Development teams with UX design and research, wireframes, mockups, content flow diagrams, interactive prototypes, user interfaces and front-end development.
- Designed and maintained the design system and UI library.
- Collaborated with product managers and developers to help define product requirements and road maps.

Contractor, Senior UI/UX Designer

Oct 2011 - Jun 2012 | Auckland, NZ

- Designed the UI for Unleashed Software as well as provided UX consultancy.
- Provided UX/UI design for several MemberConnex customers' websites.

FourthMedia Telco, Senior Web Designer

Jun 2006 - Oct 2011 | Auckland, NZ

- Responsible for managing small/medium projects by liaising with clients, organising and producing the deliverables, and monitoring the progress of other team members.
- Designed and implemented the Māori Television website. Designed and maintained several micro sites for SKY TV.

CONFERENCES

WebStock 2019, Wellington

Key insights

- How every design decision we make is affecting people's lives for good and bad. Society is changing behaviours due to the influence of products and services, such as social media and other media consumption channels. As product designers, we have the responsibility to make better decisions when designing for our future.

SemiPermanent 2019, Auckland

Key insights

- To design for a future that doesn't yet exist, it takes a deeper understanding of people, how they think and feel, to get at the heart of what they need.

READING

Actionable Gamification, Yu-kai Chou
 Lead and Disrupt, Charles O'Reilly III
 What Customers Crave, Nicholas Webb

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“If you are not embarrassed by the first version of your product, you've launched too late.”

- Reid Hoffman