



Hello, I am Jusley Smaly

I have been working in the design industry for 20 years. Currently, I work as a Senior Product Designer.

Contabilizei

Apr - Jul • 2022

Senior Product Designer

In March 2022 I faced a new challenge at Contabilizei, a company that is revolutionizing the ecosystem of small and medium-sized companies, making the accounting process and growth in this market simpler.

[see the case]

TAG / Stone Co.

Jan/2021 - Mar/2022

Product Designer Specialist

This was one of the most interesting challenges of my career due to the fact that it is a purely regulatory business, based 100% on API and B2B.

I had the opportunity to set up the company's first design team and structure the design processes.

I coordinated the front that structured the first version of the company's design system that would become the main basis for building the company's first digital products.

I participated in the process of building the first products with an interface that aimed to facilitate access to API technology for small market players.

I also worked on projects aimed at internal customers such as the operations team in order to study and optimize these points of contact with their customers.

[see the case]

Bradesco / Sapient/AG2

Aug/2020 - Dec/2020

UX Designer

I joined this project through Deeploy, which is a consultancy that connects designers to projects from large companies.

I worked specifically as a UX Designer in the investment product of the bank Bradesco. During the project, I developed journeys for this product together with my responsible squad.

92dpi - Digital Agency

Jan/2012 - Jul/2020

Founder & Designer

As an entrepreneurial experience, I created the first digital agency in the north of the country at a time when little was said about this business format, which was dominated by large traditional agencies strongly linked to offline.

Through my strong foundation in digital tools and processes, I created a market strategy to win customers and gain space.

Over time I had the opportunity to work in the most diverse niches and get to know the different nuances of the market.

I developed projects for corporate websites, portals, blogs, virtual stores, performance campaigns, digital intelligence strategies, campaigns and visual identity systems. As an agency, my work was very diversified.

To handle the work demands, I assembled a remote team that made use of existing technologies to scale processes and deliveries to customers.



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A Crítica Newspaper
Jan/2005 - Dex/2011

Designer

Calderaro Communication Network

I started my career as an intern and reached the position of art director leading a team of 5 designers.

As an intern, I created the first version of the group's newspaper portal and over the years I became the main person responsible for its evolution.

I worked strongly in the creation of campaigns for products idealized by the group's marketing, from visual identity, commercial proposals, advertising campaigns, media strategy, among others. The visual design of the projects in many cases permeated different vehicles of the group such as printed newspapers, TV, web and radio.

I carried out projects aimed at systematizing the communication process of the group's visual identity systems, which included the logo, uniforms, stationery, brochures, vehicle fleet, among others.

Formação

Federal University of Amazonas
Bachelor, Industrial Design
1999 - 2006

FMM - Mathias Machiline Foundation
Data Processing Technician
Technical/High School
1995 - 1997

Skills

Empathy Mapping	Hope and fears
Card Sorting	Dot voting
User Interview	Competitive Analysis
Storyboards	Sitemap
User Dairy	Task Flow
CSD Matrix	User Flow
Personas	Toolkit and library
Task Analysis	UI components
Affinity Mapping	Sketches
Pain points	Wireframes
Mental Models	Prototypes
5 why's	Screen Flow
5W2H	Usability Testing
	Eye tracking
	Heuristic Analysis

Tools

Figma	Miro
Adobe XD	Notion
Sketch	Confluence
Illustrator	
Photoshop	Dovetail
	Airtable
Google Analytics	
Hotjar	
Metabase	
Flourish	