



# Mateus Paião

Senior UX Designer



## Profile

32 years old, from Alfenas, MG, Brazil.

With over 10 years of experience, I'm passionate about interaction design, interface design, and web accessibility. Self-taught and hands-on, I thrive in crafting wireframes, enhancing product experiences, and mentoring junior and mid-level designers since 2022. My focus is on delivering impactful, user-centered designs while fostering growth in the next generation of UX professionals.

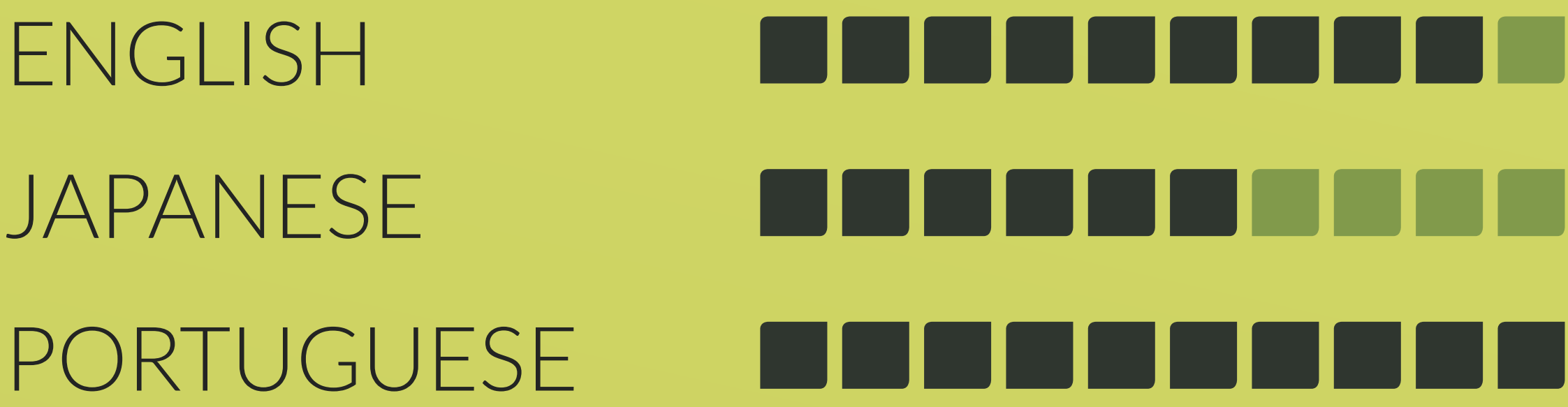


## Goals

My mission is to drive the creation of a more accessible, intuitive, and impactful web, ensuring that digital experiences are user-centered and inclusive for all. As I strive to become a recognized leader in UX best practices, I am committed to continuous learning, collaborating with diverse teams, and sharing knowledge with the broader design community. I plan to achieve this by staying ahead of emerging trends, mentoring aspiring designers, and consistently advocating for the integration of accessibility standards in every project I undertake.



## Languages



## Tools



## Contact

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## WORK EXPERIENCE

Now

### UX Designer

Thomson Reuters, Juiz de Fora - MG

- Designed high-impact, accessible user experiences for complex legal products, serving over 100,000 legal professionals globally and my most recent Project is poised to impact millions of users across all Thomson Reuters platforms.
- Led end-to-end design processes, from planning and wireframing to prototyping and visual/interaction design, delivering solutions that enhance user engagement and efficiency.
- Worked on over 20 complex legal products, creating more than 50,000 screens and improving usability by +70% across multiple applications.
- Collaborated with multidisciplinary global teams from Brazil, the United States, Canada, and India, partnering with UX Researchers, Content Designers, and Accessibility Specialists

Current

Apr 2018

### UI/UX DESIGNER

Freelancer

- Undertook 100+ freelance UI/UX design projects across a diverse range of industries and platforms, including systems, mobile applications, and websites.
- Gained extensive hands-on experience, driving impactful design solutions for clients in sectors such as technology, healthcare, e-commerce, and finance.
- Leveraged diverse project scopes to refine design skills, delivering scalable, user-centric solutions tailored to unique

1 year, 9 months

Aug 2016

Apr 2017

### UI/UX DESIGNER

e-Solus, São Lourenço - MG.

- Played a key role in enhancing the user experience for e-Solus's diverse games and apps portfolio, leading to a 6% increase in user retention.
- Focused on user engagement strategies, refining interaction flows and visual design to improve long-term user satisfaction and app performance.
- Drove UX improvements that positively impacted user retention, contributing to the overall success and growth of

1 year, 5 months

Dec 2015



## DEGREE

### Bachelor's Degree in Computer Engineering

Inatel, Santa Rita do Sapucaí - MG, Brazil

- Completed over five years (2010-2014).
- Developed a solid foundation in both hardware and software, with practical experience in problem-solving and innovation across computing technologies.



## SKILLS

### UX DESIGN

Interactive Prototypes, Wireframes, Usability Testing, Personas, A/B Testing, Design Thinking, Design Sprint, User Journey, User Flow, MVP, Sitemaps, etc.

### UI DESIGN

Design System, Iconography, Typography, Semiotics, Style Guides, Guidelines, App, website, etc.

### ACCESSIBILITY

Word Content Accessibility Guidelines (WCAG 2.1)

### MENTORSHIP

- Since 2022, I have been mentoring junior and mid-level designers, providing long-term guidance to 2-3 mentees at a time.
- Focused on developing both technical design skills and soft skills, empowering mentees to grow in their careers and overcome day-to-day challenges.
- Fostered a supportive environment, helping designers refine their approach to UX/UI, collaboration, and problem-solving within the design industry.