

TARIK MALAGOLI

Product Designer | UX Designer

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PROFESSIONAL SUMMARY

- Designer with 18 years of experience in graphic design, web development, branding, UX (User Experience) and UI (User Interface). Graduated in Multimedia Design and Marketing and Sales and career development in fintech, publicity agency, beverages, book publishing, education, and telecommunication.
- Extensive experience in platform interface projects, applications, and website development.
- Developed SaaS platforms, Apps, and e-commerce solutions that brought millions in savings to clients and boosted their results.

WORK EXPERIENCE

Inventory Area:

- Creation of a temporary workforce platform and application that recruits more than 1.000 workers per month. My solution reduced recruitment time from 4 days to 12 hours.
- Over 31.119 contracts were signed via Contrata Fácil.
- Managed the project, guiding the team of programmers.

Industrial Area:

I worked remotely for a Dutch company, where I collaborated with a multicultural team to improve a SaaS platform that standardizes the way factory floor workers do their jobs. This solution helped digitalize all processes within the factory, transferring knowledge from more experienced workers to newer ones.

Agribusiness Area:

- Development of an e-commerce system that has already generated more than R\$ 177,000 in sales of ant killers.
- Redesign of the company's visual identity and website.

Technology Area:

- Acting as project manager and designer on the creation of a social media metrics platform.
- Led a team of programmers and implemented new functions, interfaces, and improvements to the platform.

Beverage Area:

- Development of an e-commerce system that has already generated more than R\$ 195,000 in sales of cappuccinos and instant coffee.
- Creation of marketing campaigns and social networks to boost sales.
- Creation of packaging for the product line.

Education Area:

- During the pandemic, I converted teaching materials from the printed version to the online version in

HTML, enabling classes to continue in schools nationwide.

- Development of application interfaces and pages for school and student management systems.

EDUCATIONAL HISTORY

Marketing and Sales Management Graduation - Barao de Maua College (Ribeirao Preto/Brazil - 2011)

Multimedia Design Graduation - Communication and Art College SENAC (Sao Paulo/Brazil – 2003)

PROFESSIONAL EXPERIENCE

Tonante (July, 2015 - Present)

Role: Product Designer

A design agency specializing in interface and user experience, it produces SaaS platforms, websites, applications, e-commerce, and digital marketing strategies.

Responsibilities:

- RGIS (world leader in inventories): We developed a platform and application that helped the company save over 4 million.
- Online Ticket Management Condominium/Law Office: Redesigned the Karpas Online platform, a SaaS system where condominium managers interact with lawyers to resolve all conflicts. I worked on all project stages, ensuring the delivery of a visually appealing and functional solution. As a result, there was a 65% reduction in the time spent interacting and resolving calls between property managers and lawyers in resolving problems.
- SwipeGuide (collaborative instructions for frontline teams from the Netherlands): Improvement of the user interface (UI) of the company's software as a service (SaaS) platform.
- Dinagro (pesticide company): Developing an e-commerce website that has generated more than 177k sales since its launch.
- Desbrava.ai (data and metrics company for social networks): implementing new features and improvements on the platform (product owner).
- Döpöt (soluble drinks): Developing an e-commerce website that has generated almost 195K in sales since the beginning.
- Positivo Technologic (10th largest computer manufacturer in the world): Teaching material digitization using HTML/CSS over the pandemic period.
- Loc Intelligence (vehicle-financing-recovery company): The app was redesigned to improve usability and user experience.
- WebSics (CRM for insurance brokers): Redesign of the company's platform.

Ecopag (January, 2014 – July, 2015)

Role: Marketing Manager

Startup of technology and payment systems via cell phone and POS. Insurance sales through gift cards displayed on shelves at commercial points.

Responsibilities:

- Experience planning, creating, and implementing marketing initiatives and new projects.
- Develop marketing strategies with integrated media campaigns on TV, radio, magazines, and billboards.

- Marketing management, which is accompanied by work with an advertising agency and press office.
- Team management and support to franchisees.
- Conducting prize draws (cars, motorcycles, gift vouchers).
- Projects carried out in partnership with the following companies: Mapfre, Oi, Suzuki, Grupo Multiplan, Supergasbras, Ribeirao Preto Book Fair, and Sao Paulo Soccer Club.
- Social media management (Facebook, Twitter, LinkedIn, and Instagram), AdWords, Google Analytics.

Commercial Soccer Club (July, 2013 – January, 2014)

Role: Marketing Coordinator

Brazilian football club from the city of Ribeirão Preto/Brazil.

Responsibilities:

- Coordination of the marketing team. Leadership of video makers, programmers, and writers.
- Development and updating of websites.
- Management of digital marketing and social networks;
- Responsible for creating communication materials for the sales team (commercial proposals, e-mail marketing, printed materials, POS, folders);
- Production of visual identity: e-mail signature, wallpaper, proposals, presentations, car wraps, stickers, banners, folders, badges and uniforms;
- Organization and participation in events;
- Creation of logotypes;

Ecopag (May, 2012 – May, 2013)

Role: Marketing Coordinator

Startup of technology and payment systems via cell phone and POS. Insurance sales through gift cards displayed on shelves at commercial points.

Responsibilities:

- Development and updates of the company's website.
- Creation of SEO campaigns (Google AdWords / Analytics).
- Management of digital marketing and social networks.
- Experience working with an advertising agency and press office.
- Sending SMS Marketing campaigns.
- Created communication materials for the sales team (commercial proposals, email marketing, printed materials, POS, folders).
- Production of visual identity: email signature, wallpaper, proposals, presentations, car wraps, stickers, banners, folders, badges, office layout, scripts for recording the URA and uniforms).
- Organization and participation in events and projects.
- Support for Ecopag representatives and franchise agency.
- Work on the design of new mobile technology projects.
- Creation of brands.
- Printing of magnetic cards for bids.

Telemundo (March/2009 - July/2012)

Role: Designer

Company in the telecommunication area that sells corporate plans.

Responsibilities:

- Designed engaging materials for the Claro Empresas commercial team.
- Responsible for creating marketing materials for sellers.
- Created and conceptualized the new website and visual identity.
- Worked on the creation of campaigns and marketing actions.
- Achieved contribution by bringing in new business and sales.
- Developed creative concepts based on client needs, brand identity, or project requirements.
- Create visually appealing advertisements, brochures, social media, and packaging designs.

Export Manager (March/2008 - March/2009)

Role: Designer

The company was the first export management company in the country. It outsources the management of its export department in both the commercial and operational areas. From 2004 onwards, the company innovated by creating an outsourcing service for the import department.

Responsibilities:

- Development of the company's CRM.
- Creation and conceptualization of the new website.
- Coordinate the telemarketing and customer service team.
- Implementation of the e-commerce system for exporting products.
- Development of printed and online catalogs for export.
- Participated in fairs and events as an exhibitor and acquired new customers.
- Creation of visual identity.
- Creation and sending of e-mail marketing.
- Creation of marketing campaigns and actions.
- Design of business plan and marketing plan.
- Sales campaigns for courses.
- Redesign of teaching material.

Tecmedd Book Importer and Distributor/Novo Conceito Publisher (January/2005 - February/2009)

Role: Designer/Marketing Coordinator

Publisher with a catalog of over 200 national and international authors (including Nicholas Sparks, with the book "Dear John") and over 300 published titles, Novo Conceito Publisher has been diversifying and investing more and more in national literature, revealing highly talented authors from various regions of Brazil.

Responsibilities:

- Responsible for the visual management of all companies in the group.
- Coordinate the customer service and creative team.
- Production of materials to promote the companies in the Tecmedd group.
- Creation of visual identity.
- Created websites, hot sites, and e-mail marketing.
- Development and management of virtual stores.
- Creation of marketing campaigns.
- Development of stand layouts for the Book Biennial.
- Experience in e-commerce sales.

- Work experience (6 months) at the advertising agency Exclusive Brazil Integrated Communication, Tecmedd's partner.

AMOA - Mogiana Association of Apprentices' Office (August, 2002 – October, 2004)

Role: Multimedia Designer

Responsibilities:

- Responsible for creating the website and graphic materials.
- Design logos and other brand assets that represent the client's identity.
- Participation in charity events in partnership with the Lions Club to collect food and clothing for the population.

Fleischmann Royal Nabisco (April, 2001 – October, 2001)

Role: Temporary Administrative Assistant

- Covering employee vacation period.
- Responsible for administrative functions.

PROFESSIONAL ASSOCIATIONS

Member of User Experience Professionals Association (UXPA International) - ID: 50313

The User Experience Professionals Association (UXPA International) is a global organization advancing UX practices through education, professional development, and ethical standards. It supports members with resources, networking, and tools to create user-centered products and services.

<https://uxpa.org/about-uxpa-international/>

CORE COMPETENCIES

User-Centered Design (UCD) Process
Design Thinking and Problem Solving
User Research
Interaction Design (IxD)
Visual Design
Heuristic Evaluation
Wireframing and Prototyping
User Interface (UI) Design
Mobile-first Design
Collaboration and Communication
Problem-solving and Critical Thinking
Project and Time Management
Business Acumen

CERTIFICATES

- Bootcamp Master Interface Design – 2024
- SENAI - Microsoft Power BI – 2024

- UX/UI design (wireframe, flows, A/B tests) - 2024
 - Google - Foundations of User Experience (UX) Design - 2021
- LinkedIn Learning: Blockchain Basics, Interaction Design: Flow, Introduction to NFTs, Learning Design Thinking, UX Deep Dive: Mapping, UX DesignOps: Working with Developers, UX Foundations: Storytelling - 2023
- Art Direction, Photoshop, CorelDraw, Illustrator; - 2010
 - HTML 5 / CSS3 / Bootstrap/ PHP and MySQL – 2022
 - Creative relearning - 2020
 - 8Ps (study of personas, digital bates, creation of landing pages, Facebook Ads) - 2019
 - Google Analytics, Google AdWords – 2019

INTERNATIONAL EXPERIENCE

SwipeGuide (2023)

Collaborated remotely with a Dutch company and a multicultural team to enhance a SaaS platform that digitalized factory processes, standardizing workflows and enabling knowledge transfer between workers.

PORTFOLIO

Portfolio: tarik.com.br

LinkedIn: [linkedin.com/in/tarikmalagoli/?locale=en_US](https://www.linkedin.com/in/tarikmalagoli/?locale=en_US)

Behance: [behance.net/tarikmalagoli](https://www.behance.net/tarikmalagoli)

VOLUNTARY WORK

Be My Eyes (2021 – present)

Be My Eyes is an organization that maintains a free mobile to help blind and low-vision people.

Lions Clube (2003 – 2005)

Helped with donations, volunteer work, and events.