

# CALEBE PAGLIOZA

UI UX Designer & Front End Dev



## LANGUAGES

### PORTUGUESE

NATIVE

### ENGLISH

FLUENT

### SWEDISH

ADVANCED

## COMPETENCES

UI Design, UX Design, Design Thinking, Design Sprints, Design Systems, Usability Testing, Interviews, Prototyping, Front-End Development, JavaScript, CSS, HTML.

## TOOLS

Figma, Adobe XD, Sketch, Azure RP, JIRA, Playwright, NodeJS, NPM, Gerrit, Git, SCRUM.

## EDUCATION

### THE 90-MINUTE UX AUDIT + UI REDESIGN

2024

### DESIGN RULES: PRINCIPLES + PRACTICES FOR GREAT UI DESIGN DESIGN

2024

### ASSOCIATE'S DEGREE IN SYSTEM ANALYSIS AND DEVELOPMENT, FAQI OF RIO GRANDE DO SUL BRAZIL

2009 - 2014

### SCRUM

2018

### ADVANCED JAVASCRIPT, TARGETTRUST OF BRAZIL

2016

### JAVASCRIPT, IMPACTA OF BRAZIL

2015

### GRAPHIC ART, SENAC OF RIO GRANDE DO SUL BRAZIL

2005

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## ABOUT ME

Hello, I'm Calebe, an UI / UX Designer with Front-End Development background based in Kungsbacka, Sweden.

Designer and Front-End Developer with over **15 years of working experience** passionate about bridging design and Front-End worlds to create seamless user experiences. Eager to deepen expertise in both areas for innovative solutions to complex problems.

## WORK EXPERIENCE

**UI/UX DESIGNER & FRONT-END DEVELOPER** FEB 2023 - NOW  
VALTECH - GOTHENBURG, SWEDEN 1 YEAR 6 MONTHS

**UI DESIGNER** FEB 2023 - JUN 2024  
RILLION (CONSULTANT VIA VALTECH) - GOTHENBURG, SWEDEN 1 YEAR 5 MONTHS

In this role, I played a pivotal role in elevating the design system for two distinctive projects, Rillion One and Rillion Prime. My responsibilities encompass the meticulous design and implementation of components for both web and mobile applications, all rooted in the principles of Material Design and Material Design Bootstrap.

Furthermore, I helped conducting user testing to ensure that our design solutions not only meet but exceed user expectations. This multifaceted role requires seamless collaboration with the development team to harmonise our efforts and deliver a cohesive and outstanding user experience.

**FRONT-END DEVELOPER & UI/UX DESIGNER** JAN 2021 - FEB 2023  
ERICSSON - GOTHENBURG, SWEDEN 2 YEARS 2 MONTHS

I was responsible for both Front-End Development and UI/UX Design within a Continuous Data Analytics system. I delved deep into JavaScript, HTML, and CSS, working on an agile team with Scrum and 2-week sprints. For each feature in development, I implemented usability heuristics and a modern look 'n feel, ensuring a seamless user experience.

One of my responsibilities was conducting Usability Test sessions with actual users to gain invaluable insights into their needs and preferences. My work was deeply involved with JavaScript development within an internal framework based on the awarded EDS - Ericsson Design System.

Additionally, I took on the role of leading the Development team in Front-End matters, while also heading a UX Team called UX Sync. This initiative aimed to provide common and consistent UX/UI, best practices for component design and usage, and formalised UX processes for a product known as CNOM.

**FRONT-END DEVELOPER & UI/UX DESIGNER** MAR 2019 - JAN 2021  
ERICSSON (CONSULTANT VIA EXPLIPRO GROUP AB) - GOTHENBURG, SWEDEN 1 YEAR 11 MONTHS

As the Front-End Developer for a Fleet Management System, my role involved connecting solutions using C#. During the project's early stages, I had the opportunity to redesign the user interface. This was achieved by applying practical UX Design techniques like User Interviews and Prototype Validation.

Working within an agile team using Scrum and two-week sprints, we maintained a fast-paced development process. This allowed us to swiftly implement user-friendly Design and Usability solutions to ensure a smooth user experience.

**FRONT-END DEVELOPER & UI/UX DESIGNER** MAY 2018 - JAN 2021  
EXPLIPRO GROUP AB - GOTHENBURG, SWEDEN 2 YEARS 9 MONTHS

In my role as a consultant, I had the privilege of collaborating across various industries. During my time working directly with Explipro, I engaged in in-depth studies on design, typography, and iconography. These efforts aimed to establish a robust yet ever-evolving visual identity for the organisation.

**UX DESIGNER** JUN 2016 - MAY 2018  
TOTVS - PORTO ALEGRE, BRAZIL 2 YEARS

As the Lead UX within the healthcare sector at Health Segment, my role was dedicated to creating improved user experiences for our customers while fostering a culture of innovation. My responsibilities encompassed a wide spectrum, from championing the adoption of Design Thinking principles within the organisation to conducting thorough interviews with users and stakeholders.

My work involved creating prototypes with varying levels of detail, carefully mapping user journeys, and bringing them to life through Axure. I was also deeply involved in shaping the final product design. In addition to this, I acted as an advocate for UX/UI and promoted these concepts throughout the entire company. I also led Design Sprints to drive innovative solutions.

In addition to my project-based work, I contributed to the growth of our internal knowledge by conducting internal workshops focused on fundamental UX principles in different regions of Brazil. My goal was to empower our team members with the knowledge and skills needed to deliver exceptional user-centred solutions.

**FRONT-END DEVELOPER & UX DESIGNER** APR 2014 - JUN 2016  
TOTVS - PORTO ALEGRE, BRAZIL 2 YEARS 3 MONTHS

At TOTVS, I started as a Front-End Developer and had the opportunity to lead two trainees, helping them learn the ropes. I then moved on to become deeply involved in UX and usability improvements for our products in the Health Segment.

I actively contributed to and led Design Thinking projects, advocating for its use within the company. As part of the Innovation team, I've been able to bring fresh design and usability perspectives to our products in my segment.

In this role, I also travelled to various states in Brazil to interview clients, which provided valuable insights for our product development.

**SOFTWARE DEVELOPMENT ANALYST** JUL 2011 - FEB 2014  
DELL - PORTO ALEGRE, BRAZIL 2 YEARS 8 MONTHS

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In this role, I also travelled to various states in Brazil to interview clients, which provided valuable insights for our product development.

**WEB DESIGNER** FEB 2011 - JUL 2011  
ECS INFORMÁTICA - PORTO ALEGRE, BRAZIL 6 MONTHS

HTML, CSS and JavaScript for web design.

**IT SUPPORT ANALYST** JUN 2010 - FEB 2011  
IBM - PORTO ALEGRE, BRAZIL 9 MONTHS

IT Support for Gerdau's intranet.

**WEB DESIGNER** JAN 2010 - MAY 2010  
IMAGINIS - PORTO ALEGRE, BRAZIL 5 MONTHS

HTML, CSS, JavaScript, PHP, SQL, Adobe Fireworks, Flash and After Effects for web design.

**WEB DESIGNER** AUG 2009 - OCT 2009  
QUAVIO - PORTO ALEGRE, BRAZIL 3 MONTHS

HTML, CSS, JavaScript, Adobe Fireworks and Adobe Flash for web design.

**WEB DESIGNER** JAN 2009 - AUG 2009  
INFOHELP - PORTO ALEGRE, BRAZIL 8 MONTHS

HTML, CSS, Corel Draw, Adobe Fireworks, Dreamweaver and Flash for web design.

**IT SUPPORTER** JUN 2008 - JAN 2009  
GENERAL MOTORS (CBS SISTEMAS E INFORMÁTICA) - GRAVATAÍ, BRAZIL 8 MONTHS

IT Support.

**WEB DESIGNER** JUN 2007 - DEC 2007  
SBECKER SPORTS REPRESENTAION - PORTO ALEGRE, BRAZIL 7 MONTHS

Administration and Adobe Flash for web design.