

CHRISTIAN MAXIMO SANTOS DE OLIVEIRA

UI/UX Designer | Product Design | Graphic Design

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PROFESSIONAL SUMMARY

Product Designer and UI/UX Designer freelancer since 2022, with experience in discovery, user research, prototyping, and Design Thinking. Proven track record of delivering visual identities and complete interfaces for clients across different segments. Currently pursuing a Bachelor's degree in Computer Science (USJT), adding a technical edge to effectively collaborate with product and engineering teams.

HACKATHONS & PROJECTS

Impactool | Product Designer

May 2026 · Hackathon E+ | Instituto E+ Transição Energética

- Responsible for designing an impact calculator integrated into the PID (Interactive Decarbonization Platform), which assesses the environmental, financial, and sociopolitical impacts of raw materials from the Brazilian energy matrix, using traceable data linked to official sources (IBGE, Gov.br).
- Led the discovery phase and created low-fidelity wireframes (paper and AI-assisted digital), applying the Double Diamond framework to structure the process.
- Defined the color system aligned with the PID style guide and established the visual hierarchy of the interface in a network-style layout.
- Designed a category-based filter system (Environmental / Financial / Sociopolitical) focusing on clarity and reducing visual noise, balancing the needs of lay users and specialists based on User-Centered Design principles.
- Developed a bidirectional tool: users can input raw materials to view impacts, or input desired results to calculate necessary inputs. This insight was derived directly from mapping the Advocacy team's user journey.

Greenback | Product Designer

Apr 2026 · Hackathon Low Code 2026

- Designed a B2B SaaS platform using Mendix Low Code to connect generators and buyers of industrial waste, promoting industrial symbiosis and transforming passive disposal into a financial asset.
- Conducted discovery and persona definition for both sides of the marketplace (waste generator and buyer), mapping distinct pain points via empathy maps and user journeys.
- Applied storytelling to align the multidisciplinary team (design, low-code dev, and business) around the problem and value proposition, an approach that significantly accelerated convergence in product decisions during the hackathon.

FreelaFin | UX Case Study (Personal Project) - M7 XP

- Conducted an end-to-end product case study aimed at freelancers, covering discovery, user interviews, pain point mapping, personas, journey mapping, and high-fidelity prototyping in Figma.
- Based on user interviews, the proposed design indicates a significant reduction in time spent issuing invoices, managing finances, and organizing projects — a qualitative projection strongly supported by research data.

PROFESSIONAL EXPERIENCE

Product Designer / UI/UX Designer — Freelancer

Feb 2022 – Present · M7 XP (Authorial Brand) · Remote

- Provided design services for clients in segments such as fashion e-commerce, digital communities, and events, delivering solutions ranging from visual identities (logos, banners, flyers) to complete digital products featuring navigation flows, login screens, home pages, and design variables definition.
- Demonstrated proficiency in Figma: componentization, auto layout, interactive prototyping, and design systems, ensuring consistent and scalable interface patterns.
- Managed the end-to-end design process: discovery, user research, persona creation, user journeys, wireframing, usability testing, and UI delivery with high-level visual craft.
- Applied User-Centered Design (UCD) and Design Thinking methodologies to make data-driven decisions addressing real user needs. Experienced in using Kanban for collaborative projects.
- Integrated Artificial Intelligence tools (Claude, Gemini, GPT, Leonardo AI, Stitch) into the creative, research, and prototyping workflows.

Administrative & Financial Assistant — Processes

Dec 2023 – Jun 2025 · Odontoprev · Hybrid

- Collaborated with multidisciplinary teams to map financial and administrative processes, contributing to information organization and operational support.
- Developed flowcharts for RPA automation: mapped the complete robot operation flow, including starting points, data sources, and processing steps, delivered as comprehensive supporting documentation for the development team.
- Winner of the 2023 Highlight of the Year Award (Aprender Sempre), the company's highest internal recognition.

ACADEMIC EDUCATION

Bachelor's Degree in Computer Science

Feb 2025 – Dec 2028 · Universidade São Judas Tadeu (USJT) · Ongoing

TECHNICAL SKILLS

Figma: Componentization, auto layout, interactive prototyping, design systems, style guide, and design variables.

Graphic Design & UI: Adobe Photoshop, logo creation, visual identity, branding, mockups, and high-quality visual craft.

Methodologies: User-Centered Design (UCD), Design Thinking, Double Diamond, Kanban, UX Research, usability testing, UX Writing, storytelling.

AI Applied to Design: Claude, Gemini, GPT, Leonardo AI, Stitch.

Tools: Oracle EBS, MS Office Suite, VS Code, Cursor.

CERTIFICATIONS & LANGUAGES

User Experience | FIAP | May 2026

Design Thinking – Process | FIAP | Apr 2026

Usability Testing | TIC em Trilhas | Apr 2026

UX Writing | TIC em Trilhas | Apr 2026

Applied Psychology in UX | TIC em Trilhas | Apr 2026

Graphic Design | FIAP | Ongoing (140h)

Languages: Portuguese: Native | English: Advanced | Spanish: Beginner