

Francisco Motta Kohlmann

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Product Designer

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About Me

I'm a Brazilian Designer based in Porto Alegre - Brazil, flowing between people, technology, and business. I believe proximity to the user, active listening, and attention to detail are essential for an efficient user-centric product. Curious by nature, I'm fascinated by understanding how things work (or should work).

Work Experience

Product Designer Senior @ Bexs Pay - Bank

2022 - Today

Member of the compliance product team, focused on improving the entire cross-functional experience of the bank's solutions in relation to compliance needs, such as monitoring management, document analysis, anti-fraud security and money laundering prevention.

Afterwards, I migrated to the Bexs Pay team, where we developed international payment solutions, a payment gateway providing the best from Brazil to the world, and from the world to Brazil. creating solutions both for internal compliance, backoffice and treasury areas and for external use, an access portal for users to manage their receipts when paying.

Responsible also for optimizing design processes, working directly with product owners, developers, managers and consumers.

Product Designer @ Elysios

2019 - 2021

Responsible for the creation and organization of the area and its processes, collecting requirements gathering with the business team and customers, and conducting field and remote research with personas. Ideation of solutions and prioritization of user stories, and Prototyping, and technical validation with the development team. Continuous contact with users, such as family farmers, agricultural technicians, and managers of large agribusinesses and cooperatives.

Languages

Portuguese

Native

English

C1 - Advanced

Spanish

C1 - Advanced

Knowledge

Agile methodology

SCRUM

Product discovery

Business strategy

Design sprint

Design system

User experience

User interview

User testing

Field research

Research

Wireframe/Sketch

Prototype

Visual Design

Information architecture

Communication

Skills

Adobe XD

Adobe Illustrator

Adobe Photoshop

Adobe Premiere

Maze

Jira

WordPress Elementor

RD Station

Marketing/Sales @ Elysios

2018 - 2019

Responsible for the entire marketing area of the company, copywriting the content for blogs and social media. Responsible for managing digital marketing, in communication with the commercial part, generating leads for the sales funnel. Also, responsible for building the company's website.

Experience Coordinator Intern @ Perestroika

2017 - 2018

Responsible for customer service, sales, after-sales, relationship with teachers, class organization, logistic organization, content creation for classes, from keynotes presentations to physical space arrangement. Cocreation assistant in the planning of classes and courses, present in the conception of the logical line and the experience worked during the courses.

Business Consultant @ PS Júnior

2016 - 2017

Functions in various consulting projects, involving customer service, financial and strategic analysis, commercial direction, among others.

Education & Courses

Bachelor's Degree In Business Administration

Jan 2016 - Jun 2021

UFRGS - Universidade Federal do Rio Grande do Sul

Design Circuit

Jun 2020 - Dec 2020

Design Circuit by Apparicio Júnior

Design System & OPS

Jun 2020 - Dec 2020

Meiuca

PROVE Camp

Aug 2018

Immersive self-discovery camp