

Paulo Cholla

Product Design • UX/UI

Currently based in São Paulo, Brazil. Willing to relocate.

I'm a Product Designer with a background in Graphic Design and Branding. User-centered design thinker and problem solver, I help tech companies discover what they need to build. Then I build it, ship it, and start over.

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EXPERIENCE

Senior Product Designer, Nilo

May 2020 - Present

As the first Product Designer in the company, I participated in several discovery sessions to help building our product from scratch, pivot to a SaaS model, and raising \$ 10 million in our Series A. In charge of building most of the features designed to support both the chat and our core feature, the EHR. (Electronic Health Record). Currently in the Growth squad, responsible for building and tweaking features and processes that result in a better scaling onboarding experience. Also, co-responsible for building and maintaining our Design System.

Product Designer, eduK

April 2019 - March 2020

Working with both Growth and Organic Acquisition teams, I've conducted several researches, AB Testing, usability testing, user interviews, built interfaces and features to optimize the product (web, iOS, and Android), CAC, LTV, and landing pages CRO.

Lead UX/UI Designer, Kron

March 2018 - March 2019

I've led a Jr UX/UI Designer and worked close to the POs and PMs. Main activities: understanding user pain points, product requirements, desk research, user interviewing, wireframing, usability testing, prototyping, building pixel perfect interfaces, and ensuring a smooth handoff to our developers.

Partner & Head of UX/UI, UNO+BRAND

April 2009 - January 2018

Started as Jr Designer, co-responsible for managing other designers and interns. In 2012 I was invited to join as a partner, leading initiatives for new business opportunities in UX/UI design, video editing, and motion graphics. Development of RFPs, talent acquisition, customer relationship, managing Design Ops, and mentoring a team of 10 designers.

Design Coordinator, McCarthy Comunicação

March 2008 - March 2009

Intern, McCarthy Comunicação

December 2007 - February 2008

Design Intern, 100% Design

July 2007

Corporate Communications IBD Designer, Credit Suisse

April 2007 - June 2007

EDUCATION

Master's Degree in User Experience Design

Anhembi Morumbi • 2020-2021

Design Systems Operations

How Bootcamps • September 2018

Design Sprint

AJ&Smart + Product Arena • August 2018

UX Design Bootcamp

Tera • October - December 2017

Bachelor's Degree in Graphic Design

Centro Universitário Senac • 2004-2008

Flash Animation for web

Centro Universitário Senac • 2005

SOFT SKILLS

Leadership
Self management
Problem solving
Responsability
Team work
Verbal communication
Empathy
Work ethic
Listening
Constructive feedback
Mentoring

HARD SKILLS

Figma, Sketch, Adobe CC
After Effects (+Lottie)
Amplitude, Atlassian Suite
Google Analytics, Hotjar, Metabase
Product Discovery
Design Systems
HTML / CSS / JS

LANGUAGES

English - Fluent
Portuguese - Native
Spanish - Intermediate
Italian - Basic