

Matheus Henrique Bonetti

29 years old, born in November 20, 1990

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PROFESSIONAL EXPERIENCE

Senior Designer

RD Station | Resultados Digitais (2016 - present)

Resultados Digitais is the top marketing automation SAAS company in Brazil. I have been working there as a Senior Designer on the Marketing team, developing and being responsible for several assets that supports branding campaigns, inbound marketing operation and product marketing strategy.

Main activities: Web Design, Front-end Development, UX Design, Conversion Rate Optimization, Product Management.

Freelance Designer (2013 - present)

I have been also working as a freelance designer, offering design and web development solutions to my own clients.

Main activities: Web Design, Front-end Development, UX Design, Conversion Rate Optimization, Product and Project Management, Graphic Design.

Web Designer

MSTech (2011 - 2014)

Main activities: UX Design, Front-end Development, Graphic Design.

Web Designer - Intern

G&T - Gente e Tecnologia (2010 - 2011)

Main activities: UX Design, Front-end Development, Graphic Design.

Designer

Gráfica Megavision (2008)

Main activities: Graphic Design.

EDUCATION

Product Management - PM3 - Brasil (2020)

Product Management professional education - PM3 - ongoing

Project Management - FGV - Brasil (2013)

Project Management professional education - Getúlio Vargas Foundation

Design Thinking Action Lab - Stanford University - Online (2013)

Design Thinking online course - Stanford University

B.A. in Graphic Design - UNESP - Brasil (2009 - 2012)

B.A. in Graphic Design - São Paulo State University, Bauru - SP

LANGUAGES

Native Portuguese, Advanced English, Basic Spanish and Basic Japanese.

MAIN SKILLS AND COMPETENCES

Designing digital products

From websites to software, I am experienced in almost every phase of the development of digital products. I can design **user experiences (UX)** - and use **design research** techniques to take better decisions in this phase -, **wireframe** and prototype **user interfaces (UI)**.

Front-end Development

I am very comfortable coding **HTML** and **CSS** (also using **SASS**), what allows me to implement all of the visual aspects of my design work; and through my intermediary knowledge in **Javascript**, **jQuery**, **PHP** and **Wordpress** I can step further implementing some interaction or guarantee a solid and cohesive **hand-off to development teams**.

Conversion and Experience Optimization

As I have been involved in conversion optimization strategies for the last couple years, I became proficient in **understanding web analytics data** and **heatmaps** (using tools such as Google Analytics and Hotjar), **doing user interviews** and **usability tests**, **crafting optimization hypothesis** from all of this information and **validating this hypothesis through A/B testing** and experimenting.

Product and Project Management

After almost 10 years designing and developing digital products, I am diving in the management aspects of them to empower other designers and developers in this process. I have already been collecting experiences with **product discovery** and **delivery**, **data analysis**, **roadmap definition** and **requirement specification**.

SHARING IS CARING

I love sharing my professional experiences and knowledge, whether with my colleagues in daily interactions, **writing articles** - such as the ones I listed below -, or even for larger audiences, like I did at **Interaction South America 2017**, where I talked about **conversion and experience optimization**.

[How I made my design processes leaner and simpler](#) (Medium, in portuguese)

[The CRO cycle: how to optimize page conversion](#) (RD's blog, in portuguese)

[Visual identity for events: RD Summit 2018 design case](#) (RD's blog, in portuguese)