

Aloysio França

UI/UX Designer

São Paulo / SP - Brazil
aloysofranca@gmail.com
55 11 987159428

[Linkedin](#)

[Portfólio](#)

SUMMARY

With 18 years in design and the last 8 focused on digital products, I help companies turn complex problems into experiences that are intuitive, visually polished, and business-driven.

I work across the full UI/UX spectrum, from interaction design and prototyping to discovery and user research, with a strong focus on business outcomes. Rigorous about process, relentless about results.

I've always designed with developers in mind, which means I've spent years learning how they think and delivering interfaces that are as developer-ready as they are seamless for the people using them.

PROFESSIONAL EXPERIENCE

BairesDev - UX/UI Designer | 11/2023 - PRESENT

Panduit - 11/2025 - 05/2026

I was responsible for creating an application to send configurations to data center device firmwares.

- Refactored the legacy design, improving overall usability and visual consistency.
- Created user flow solutions for PDU configurations from a firmware interface.
- Balanced the layout by successfully integrating Material UI standard components with proprietary custom components.

LightScalpel - 03/2024 - 09/2025

I was responsible for designing control interfaces for laser-based surgical equipment.

- Created standardized and reusable UI components;
- Developed high-fidelity interactive prototypes;
- implemented microinteractions to enhance user feedback and responsiveness;
- Focused on clarity, usability, and visual consistency in critical-use medical environments.

DLA Piper - 11/2023 - 03/2024

- I was part of the team responsible for developing an AI system targeted for the legal market. My approach involved facilitating collaborative design processes with stakeholders and emphasizing clear communication both within departments and with the client;

- My primary responsibilities included designing user interaction flows and navigable high-fidelity prototypes, creating styles and components for the MVP, and ensuring standardization, visual consistency, and development scalability;
- I provided specifications for all workflows, component behaviors, and conditional situations. Additionally, I gathered all relevant information into a dedicated handoff environment. I also provided the assets, including icons and animations, to ensure that the front-end developers had all of the resources they needed to complete their work efficiently.

MOL - UX Designer | 03/2018 - 06/2023

- I was responsible for overseeing the entire design process, from the product discovery phase to the delivery of tested and validated interfaces.
- I conducted workshops with stakeholders, fostering a co-creation environment that valued both the team's divergent ideas and user needs. User research was a routine activity.
- I established and monitored product metrics, considering the business context. I worked with various personas, spanning the B2C, B2B, and B2G segments.
- I utilized tools such as Figma, Hotjar, Jira, Airtable, Miro, Illustrator, and Photoshop. I also performed front-end interface development for specific projects, using languages like HTML, CSS, JavaScript, and frameworks as needed.

Jéssica Lopes Calçados - Owner Partner | 05/2017 - 03/2018

I was responsible for the development of Jéssica Lopes Calçados' first e-commerce platform, from the interface design to product catalog setup. Additionally, I handled sales management and inventory control. I was also responsible for creating artwork and content for social media.

Schawk! - Graphic Designer | 09/2012 - 02/2017

I worked alongside the marketing team in the development of branding, packaging design, and visual communication. Additionally, I was responsible for typesetting texts and adapting layouts to ensure the feasibility of graphic printing. I had the opportunity to serve renowned companies such as Unilever, Walmart, Kimberly-Clark, Diageo, among others.

MSX International Brasil - UI Designer | 03/2011 - 04/2012

I worked on the development of user flows and interface design for Learning Management System platforms and e-learning solutions. I was involved in prototyping and design validation with stakeholders and users. Additionally, I worked as a web developer for web assets. The main client I served was Nissan.

Emibra Embalagens - Graphic/Packaging Designer | 06/2008 - 03/2011

Creation of artwork for packaging. Pre-press, image editing, and execution of proofs based on the perspective of the finished product. I served companies such as Johnson & Johnson, Boehringer Ingelheim, Medley, among others.

GRADUATION

Centro Universitário Belas Artes de São Paulo

Design and Business Management - Postgraduate | 2022 - 2023

Universidade de Mogi das Cruzes

Graphic Design - Technologist | 2006 - 2008

CERTIFICATES

- **Enterprise Design Thinking Practitioner** - IBM ([Credentials](#))
- **UX Management: Strategy and Tactics** - Interaction Design Foundation ([Credentials](#))
- **Interaction Design for Usability** - Interaction Design Foundation ([Credentials](#))
- **Creativity: Methods to Design Better Products and Services** - Interaction Design Foundation ([Credentials](#))
- **Foundations of User Experience (UX) Design** - Google ([Credentials](#))
- **Complete Modern Web Course with JavaScript** - Cod3r Cursos Online ([Credentials](#))
- **Art Direction** - Centro Universitário Belas Artes de São Paulo