

Iago Novais de Oliveira Ferreira

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Education

Universidade Federal de Sergipe (UFS)

Aracaju, Brazil

Bachelor of Design

May 2013 – Dec 2018 (Graduated May 2019)

- **Academic Honors:** Ranked **1st place** in the University Entrance Examination (Affirmative Action / Public School Track); Graduated with an 8.89 Cumulative GPA .
- **Thesis:** “Desenrolando o nó na garganta”: Production of an illustrated book on Non-Violent Communication (NVC) for children of age from 8 to 10.
- **Academic Mobility & Scholarship:** Awarded the Santander Bank Academic Mobility Grant for a semester exchange at Universidade Federal do Paraná (UFPR), specializing in **Digital Product Design** (2016).
- **Relevant Coursework:** Digital Product Design, Information Architecture, Typography, Editorial Design, Visual Communication Systems, and User Interface Design.

Experience

Mercado Livre (Mercado Pago)

São Paulo, Brazil

Product Designer (UX/UI)

Mar 2021 – Dec 2024

- Designed complex web and mobile financial journeys for millions of users across Open Finance and Pix payment squads.
- Designed some of Brazil's first Open Finance consent and data-sharing journeys under Central Bank regulations, recognized in 4 categories at the Open Summit Awards 2022, including 2nd place for Case of the Year.
- Refined core instant payment journeys for Pix, including limit management, key registration, and account portability across iOS, Android, and web platforms.
- Elevated team design operations and culture by authoring the company-wide iconography manual, constructing scalable design system components, and setting visual standards.

Guiabolso

São Paulo, Brazil

Product Designer (UX/UI)

Dec 2019 – Mar 2021

- Contributed to the redesign of the core home screen for one of Brazil's pioneer personal finance platforms, part of a quality program that raised the app store rating from 3.4 to 4.0 and NPS from 58 to 66.
- Led the integration of the Agenda (bills calendar) with bank statements, letting users turn any expense into a scheduled bill; 8% of Agenda users then paid through the app.
- Established visual guidelines and built a repository of 50+ custom product illustrations to ensure visual consistency across the entire app.

Guiabolso

São Paulo, Brazil

Designer & Illustrator

Jul 2019 – Dec 2019

- Designed multidisciplinary visual assets, custom illustrations, motion assets, CRM flows, and performance campaigns for growth channels.
- Collaborated on visual consistency initiatives across marketing channels before transitioning to the Product Design role in Dec 2019.

BARCA (Remote)

Remote / São Paulo, Brazil

Designer & Illustrator

Oct 2018 – Jun 2019

- Crafted visual systems, mobile app interfaces, custom illustrations, and brand assets for major clients including Skol, Gol, Cervejaria Colorado, and Banco Ágora across print and digital touchpoints.

Editora UFS*Graphic Design Intern***Aracaju, Brazil**

Jan 2018 – Aug 2018

- Typeset academic publications and crafted editorial layouts to enhance legibility and reader engagement.

PEAC (Community Environmental Education Project)*Graphic Design Intern***Aracaju, Brazil**

Aug 2014 – Mar 2016

- Selection Honors: Awarded 1st place in the competitive selection process for the Petrobras-funded environmental education initiative.
- Designed visual communication, brand identities, editorial print materials, and digital interfaces targeting vulnerable coastal communities.

Leadership & Activities**Tandera Records***Co-founder & Project Lead***São Paulo, Brazil**

Jan 2024 – Present

- Manage an independent record label from scratch, overseeing A&R, visual identity, release strategies, event production, and project coordination.
- Authored a LGBTQIAPN+ pride project selected for Shotgun's cultural sponsorship during Pride Month 2026, writing press releases and developing PR strategies to expand label visibility and artist reach.
- Directed art direction and visual campaigns for independent electronic music releases.

Academic Student Union (UFS)*Student Union President***Aracaju, Brazil**

May 2014 – May 2016

- Represented over 300 Design undergraduates, liaising between the student body, department faculty, and university administration.
- Organized academic lectures, student workshops, and cultural events to foster collaboration and career development.

R Design São Paulo 2017*Head of Design & Event Organizer (Volunteer)***São Paulo, Brazil**

Jan 2015 – May 2017

- Remotely co-organized the 9th Regional Design Student Conference in São Paulo
- Developed event educational methodologies, managed cross-functional student committees remotely across Brazil, and crafted the complete visual identity.

Skills & Interests

- **Technical:** Figma, Design Systems, Wireframing & Prototyping, Information Architecture, Interaction Design, Mobile & Web App Design, UX Writing, Design Guidelines, and Content Strategy.
- **Languages:** Portuguese (Native), English (Fluent), Spanish (Intermediate).
- **Honors & Features:** Open Summit Awards 2022, recognized in 4 categories (2nd place, Case of the Year); 1st Place Selection Awardee at PEAC/Petrobras; Santander Academic Mobility Grant Recipient; Shotgun Pride 2026 sponsorship.
- **Interests:** Digital Product Craft, Typography, Visual Systems, Speculative Design, Editorial Print, Contemporary Art, Audio Culture, Sound Design, Electronic Music Production, and Record Label Operations.